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Seybold Report on Publishing Systems  
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## NEXPO '96, II: EDITORIAL AND ADVERTISING SYSTEMS AND ELECTRONIC PUBLISHING

### Editorial and Advertising Systems

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In our overview of the show in our last issue, we noted some of the developments regarding editorial and advertising systems. They included the idea that the American newspaper market is starting to realize that there may be life without Word and Xpress, for those who place a higher priority, on tight integration than on using off-the-shelf software components.

As we pondered that situation, we came up with our Big Four vendors of pagination systems in the market today. Interestingly, they use a variety of different software modules for editing and pagination, and they came from a variety of places: one from the U.S. (Harris), one from Australia (Cybergraphic) and two from Europe (CCI and Unisys). Their stories follow.

NT in charge. Another notable development was the dwindling support for the Macintosh as Windows NT comes on strong in the role of server platform. (NT and Windows 95 seem to be sharing the client role.)

Our review of the systems on display at **Nexpo** will note again the predominance of NT, not only among the larger systems mentioned in our last issue, but also among the smaller system vendors. Both Freedom System Integrators and Advanced Publishing Technologies, which offer two of the more popular systems for smaller and medium-size newspapers, featured NT systems with SQL databases.

Baseview still leads Macs. Bucking the NT trend is still Baseview, which offers a Macintosh system that is installed in 1,800 sites, the company says, and currently appears to be outselling Quark's QPS handily. Quark's

*Reviewed*

CText  
switches to  
NT, NAPS  
H&J

goal of selling more systems than all other vendors combined has proved to be elusive. Although Quark claims to have increased its customer base by 40% in the last year, its sales total to date is barely 350 systems.

Cybergraphic  
features Sell,  
Page-News

In any event, it appears that FSI, APT, Baseview and Quark are solidly in control in this market, although ESE finally may be ready to pose a challenge. One of the primary players of the past, especially in the classified market may be falling by the wayside. Synaptic Micro Solutions failed to show up and use its booth.

DT systems  
share data  
over WANs

EDS, NAPS  
offer H&J  
engine

Integrators at large. Integrators are playing an ever larger role in the industry, led by Computer Network Integrators (CNI), with its 70 or so customers, as American Computer Innovators (ACI) and Electronic Data Systems (EDS) try to catch up.

Euromax  
makes push  
in U.S.

ESE ready  
for 1st  
EdBase  
customer

Classified pagination next time. We were unable to get our report on classified pagination here, so it will follow next time.

FSI lineup:  
NT, Oracle7,  
Mac, PC

### **APT shows NT, SQL, new Classified**

Harris  
pagination  
news: LA  
Times,  
Xpress

Advanced Publishing Technology had important news both in sales and in product development. First, the company's effort to penetrate the newspaper groups is paying off. Second, it showed a system running completely in an NT server environment with a Microsoft SQL database engine. APT said it also supports Oracle and Sybase. The new operating environment will enable APT to address larger papers, with circulations up to 100,000. It also will help to streamline customer service. With these new application modules built around the same database, a customer can make one call and deal with both classified ads and accounts receivable. (A new Accounts Receivable package integrated with classified and display advertising was introduced in Las Vegas.) Effective with the next release, APT says, callers will be able to deal also with circulation issues in the same call.

Intergraph  
revamps  
workflow  
system

Juliano  
converts to  
HTML

Linotype-Hell  
features  
Internet link

Loki archives  
classifieds  
for reuse

Sales. On the sales front, APT fulfilled a goal it expressed at last year's show: to make serious headway in selling systems to newspaper groups. It reported orders from six

Managing  
Editor offers  
CLS 2.0,  
AdsUp

Miles 33  
teams with  
ATS

PPI moves  
ad system to  
NT, SQL

Quark talks  
about QPS,  
not Xpress 4

SCS  
relaunches  
GoodNews,  
adds AdMax

Sysdeco tries  
to get on  
track

SII: new  
tools from  
Tandem,  
Cybergraphic

Ultra  
readying new  
system

Unisys  
addresses  
Internet in  
U.S. debut

Electronic  
Delivery of  
Ads for Print

Ad-Star  
supports  
Windows  
client, fax

ACI prints  
job tickets

ImageNet  
adds job

groups:

Gannett--the Marion (IN) Chronicle-Tribune (circ. 20,000) and the Danville (IL) Commercial-News (circ. 22,000), with a possibility of several more this year.

Freedom Communications--a group of newspapers in Texas using a Dewar System IV. APT is interfaced to the Dewar database.

Park Communications--the Waynesboro (VA) News-Virginian (circ. 10,000).

Media General--six sites acquired from Worrell.

World Newspapers--Kearney (NB) hub (circ. 14,000)

Cahners Publications--The Daily Variety (CA) (circ. 25,000)

These sales bring to 40 the number of customer sites using APT systems, of which all 40 are running editorial, 18 classified and ten business applications.

APT also announced that it has hired Ken Barber, formerly of Unified Publishing Systems, to head up the Northeast office.

DewarLink for editorial customers. Three of the editorial customers are now running under NT. The key new development for editorial users is DewarLink, which was developed for Freedom Communications. It enables a group of papers in Texas to continue to use existing Dewar System IV configurations alongside ACT systems.

A reporter or editor can open a window into a Dewar database and "drag and drop" stories into ACT. APT expects to find a market for Dewar users wanting to use the ACT pagination program. It estimates that there are 35-40 Dewar System IV customers in the field. The Dewar interface was the first one APT developed because of the Freedom order in Texas, but it plans to add interfaces to other systems in the future.

Classified revamped. The classified program has been extensively revised. Changes include the development of an integrated word processor, a new screen display for the ad form, an interface to an inexpensive scanner for handling faxed ads and software for putting ads on the Internet. The integrated word processor enables APT to



[tickets](#)

[Luminous  
AVN adds  
job ticket for  
ads](#)

[Mission  
Critical turns  
to Net](#)

[Posting  
Classifieds  
on the  
Internet](#)

[Positive  
factors](#)

[Negative  
factors](#)

[To the  
victor . . .](#)

[Exhibits](#)

[AdOne  
serves 206  
newspapers](#)

[Ad-Star,  
Loki put ads  
on Web](#)

[ClassiFacts  
gathers ads  
from 50  
papers](#)

[Edgil  
features  
WebCentral](#)

[IBM teams  
with Electric  
Classifieds](#)

[InfiNet  
offers more  
than  
Internet  
access](#)

[MPI shows  
online auto  
classifieds](#)

[MicroVoice,  
InterStep  
offer](#)

match the H&J of the Xpress pagination program much more closely than it could be matched using a program like Word, which makes it possible to price ads accurately while taking them over the phone. That had been a problem with its earlier approach, which used Word with Xpress. The new program H&J's the file and sends forced line endings to Xpress, thus maximizing the chance that the results will be the same.

In the adtaker's display, APT has followed a trend common in the industry these days by using fewer screens to show the required information. It now displays the text of the ad on the screen next to the ad form. The new look also features an attractive, easy-to-use calendar. An enhanced pricing routine supports more ad types (including, for example, nonprofit organizations) and enables the cross-selling of display ads and classifieds. User-selectable rate codes and customer contracts are now available. If a customer inquires about a price, the adtaker can call up the rate formula used to calculate the price and explain it. Alternatively, the adtaker can use the formula to quote prices for other combinations of ads.

APT has added support for OPI so low-resolution versions of ads can be used on the screen and swapped for high-resolution versions on output. A system of hot folders is available to move ads through the workflow and to purge them. The purge routine deletes both low- and high-resolution versions.

Another new capability is support for the Visioneer Paperport scanner and Caere OmniPage OCR software to enable classified departments to receive ads by fax and convert them to editable text for publication. The screen displays the text so the user can correct any OCR, errors and enter typographic information.

Creating Web pages. A standard feature of the classified program is the capability of converting ads to HTML for posting on the Web. The ad section can be processed by classification or as an entire section. The initial implementation is quite basic, but APT plans to add enhancements to give the user control over setup

[personals](#)

[Miles 33  
teams with  
ATS](#)

[MPID, PPI  
offer  
WebLink](#)

[Quest hosts  
ad database](#)

[Virtual  
Resources  
expands  
offerings](#)

[Tools for  
Publishing on  
the Internet](#)

[American  
Color gets  
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[E&P sets up  
'definitive  
source'](#)

[FutureTense  
Texture  
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ready](#)

[HexMac  
extends  
HexWeb](#)

[IBM works  
with KOZ](#)

[MPI offers  
output to  
the Web](#)

[New  
Horizons  
teams with  
Duke, Real  
Media](#)

[Pantheon  
provides  
pathway to  
Internet](#)

[Zip2 offers  
Yellow Pages  
niche](#)

parameters, placing boxes around ads, specifying defaults defaults for fields such as the advertiser's city, and so on.

Ad dummyming. APT has added features to its ad dummyming program, but the best is yet to come, we were told. New this year are features enabling the user to control the percentage of pages that can contain ads, the ability to flow the ad section with space reservations for ads that haven't arrived yet, and a verify routine to inform the operator of any ads that have been placed outside the printing area. However, next year the program will be on a par with the best ones available in the industry, APT said.

Pricing. An ACT system is priced at \$10,000 for the server software and \$1,000 per workstation for editorial or classified software, not including Word and network software.

### **ATS unveils NewsDesk, AdVisor**

Advanced Technical Solutions unveiled what were effectively two new systems--one each for editorial and advertising. We had seen the Osiris editorial system many times, but this year it had such significant changes that it has been renamed the NewsDesk Publishing System. It is now fully ODBC compliant, although Sybase is the database of choice. Previously the product had used the Agile WorkBase database. The new database runs with an NT server, but the hardware platform is open to a variety of different systems. All clients run on pcs under Windows.

Overall the system looks very much like similar systems with a customizable, spreadsheet-like view of the database that is viewable from within the editing and pagination systems. The editor is a customized version of Word. Pagination is done using Xpress. However, there are some significant differences from other Word-Xpress products.

Pagination with or without Xpress. First, there is an alternative to Xpress for pagination: ATS QuikLayout, a full layout and pagination system. Page layouts are

Electronic  
Archive and  
Retrieval  
Systems

AP Preserver  
adds  
optional text  
module

Cascade  
MediaSphere  
hottest item  
in Vegas

Image  
archive for  
DataTimes  
EyeQ  
Publisher

EDS shows  
Media Vault,  
WebVault

Tradition  
reigns at  
Electronic  
Scriptorium

GMTI  
releases  
DigiCol 3.0

Image  
advances  
with Phrasea

Iota ports to  
Net, offers  
desktop  
model

Lexis-Nexis  
adds to  
NewsView  
Connections

SRA NetOwl  
links to  
established  
databases

New  
Stauffer  
system  
supports  
Web, NT

T/One adds  
text to

planned in QuikLayout by creating or placing geometry and styles on the page. This can be done either by creating shapes or by dragging predefined shapes and styles (furniture) onto the page from libraries. These shapes are compatible with Xpress shapes. (Xpress also can be used for planning pages.)

A reporter working in Word can write copy to fit these shapes.

Second, ATS has its own composition system, StyleDesk, so if the page is fully made up and output from QuikLayout, it doesn't require using Xpress's composition capabilities. Alternatively, pages can be finished in Xpress using Xpress's composition.

A key benefit of having this full composition system available through Word is that accurate headfitting can be done within Word. But if Xpress is to be used for composition, Xpress recomposes all text because it currently isn't possible to "lock" the results of the ATS composition operation and send forced line breaks into Xpress.

A second benefit of this approach is that the use of predefined page elements means that elements can be locked, thus allowing multiple users to work on the same page in Xpress at the same time.

Overall, the ATS pagination options are excellent in that they allow most pages that have straightforward, rectangular elements to be output directly from QuikLayout, while pages that have more complex shaping requirements can go through Xpress. It is possible to import ad dummies from other systems, currently including Atex Architect and SCS Layout-8000.

Status. StatusDesk is a separate application that can run on a pagination workstation or on a separate workstation. It supports a large monitor to allow many people to view the progress of pagination. Here, pages display geometry with different colors to show status. It continually monitors the database, changing dynamically as the status changes. Multiple pages can be viewed at one

Merlin photo  
archive

Wieck adds  
Internet  
access

time, and a running display at the bottom of the screen shows the status of all pages. For handling images within the editorial workstation the Image Handling module allows for basic viewing, cropping, scaling and rotation of images. This is similar to the Unisys Hermes system. It enables the normal editorial work on images to be done

without the complications of using Photoshop.

In perspective. The new ATS NewsDesk Publishing System is well thought out and well implemented. In some ways it reminds us of the P.Ink system--the customizable database, and the dual composition routes through a layout application and Xpress.

The first system has been sold to the Nashua (NH) Telegraph. It will comprise a pair of NT file servers with a Sybase database, linked to 44 PCs over a 100-megabit/sec. Fast Ethernet network.

Advertising with AdVisor. Also new from ATS is AdVisor, a classified ad booking system running on a platform similar to the editorial system's. It runs with a Sybase database under NT or Unix. Clients run under Windows 95. Workstation software, which requires 16 MB of RAM, is written in Visual Basic. Part of this application--the desktop view of the database--is accessible to qualified operators so they can fully customize all the screens. The system is undergoing beta testing and should be running live in September.

As they are in a number of other new advertising systems, text editing and composition are done using Word. As an alternative in the future, the ATS StyleDesk composition routine will be accessible from within Word.

Word templates, which are associated with specific publications, are used to handle ad styles. The pricing algorithm--again like that of some other new systems--is written in Excel and Visual Basic, making it easy for users to customize rate structures. Similarly, generation of custom reports using Crystal Reports is easy, as is building the ad manifest to pass to ad dummymyng systems.

The screen displays are effective, using folders and tabs to move to different phases of the ad booking process (like the internal setup of most Microsoft applications).

From what we saw, this new system looks promising, although many items remain to be added, including the handling of ROP display advertising, alternate quoting of ads, links to commercial systems and the provision of a contact-driven canvassing system.

AdSearch. ATS also unveiled an innovative application for building searchable advertising over the Internet, starting from existing advertising databases. This capability will be covered under Miles 33 (see p. 35), which developed the system in the UK. ATS has the U.S. distribution fights.

### **Agile: Newsweek system, Mac client**

**Nexpo** was a very significant show for Agile Enterprise. It was its first exhibition since completing the installation of a 240-seat Teambase system at Newsweek, where it will replace an aging Atex system. The new system uses twin 133-MHZ Pentium PCs for servers and 120-MHZ Pentiums for clients. The network runs under Netware 4, and one of the two servers works as a backup under SFT3.

Overall, the system looks impressive and seems to fit well the role of an Atex replacement. (Agile, after all, was founded by former Atex personnel.) The system has been set up to replicate most parts of the Atex workflow and it uses Atex codes for functions. (We understand that some of the Newsweek desk editors are such diehard Atex devotees that they have never used a mouse and don't intend ever to use one.)

The system reflects the way the Atex system has been used to produce the magazine. However, that isn't to say that the Agile system has to work in this way. We were advised that it can be customized to replicate other systems or to be used as a straight TeamBase system.

Teambase. In its basic form, as we have reported in the past, TeamBase rims standard Word and Xpress software in the workstation, plus a specialized database approach using modules from Faircom. Certain aspects of the database are held in the servers and others are held in each workstation on the network. The view of the database is provided through Excel, which allows for a very customizable approach to what we used to refer to as directories. It could be said that Teambase fits somewhere between a fully open, shrink-wrapped package using a standard database, at one extreme, and a partially proprietary system at the other.

One thing that is certain, though, is that, whatever you call it, it is very slick in operation. In the Atex tradition, it is set up to handle key editorial functions very well, linking Word functions to specialized macros and routines. This is exemplified in the handling of revision levels for articles and the use of "reference sets" to give virtual views of items in directories. It employs browsers to look at these reference sets, which allows rapid viewing of partial stories in a "copy-tasting" mode, as our British colleagues call it.

Mac client. The latest development is a port of the client application to the Macintosh (movement against the flow these days, as most ports seem to be from the Mac to Windows).

The Mac currently doesn't offer the full functionality of the Windows version because of differences with the Mac Excel application in linking to other applications. The Mac version currently uses special browsers to view the database. Agile says its next big installation will use a large number of Macintoshes.

### **ACI shows Dynamic Pagination**

American Computer Innovators returned this year with a later version of the Open Pages system that made its debut last year. The key enhancement since last year is Dynamic Pagination, which ACI had announced last year as a forthcoming development. It is now here, as we will comment later. But first, we'll review the basic system architecture.

It is a database-driven editorial system built around Word and Xpress. Oracle provides the database. As we noted last year, ACI got where it is now by starting as a DewarView integrator, but saw limitations within DewarView and decided to build an alternative approach. A year later, after seeing the updated version, we'd say that its database structure appears better than DewarView's, providing automatic updating of data among the different applications, but that the integration, file handling and directory functions aren't as good as DewarView's. The links between applications lack the seamlessness of DewarView.

Our conclusions here are based on what we saw and what we were told at the show in answer to questions. However, when we presented our views to ACI after the event, we were told that some key features exist in the system that would change our views. Since we didn't see them, though, it is difficult for us to evaluate them.

File access procedures. Word and Xpress are linked through a database profile screen that automatically fills in certain information when data are being saved to the database. This form is fully editable in terms of the fields in the database that are accessible. There is also a "quick retrieve" option for reading data, which brings up a list of the latest items used. Built into the system is a capability for searching the whole database. Standard searches may be defined and saved for regular use in Quick Search (using a feature similar to one of Baseview's).

The system handles multiple versions, with a provision for comments to be

added with the version when a save comes up. This shows also a list of available versions of each article.

Access to the database provided through a standard directory structure that is spreadsheet-like in nature. We didn't see multiple forms of directories, although we were advised that they are possible. We were told after the show that the view can be customized to show different amounts of text, up to the first 255 characters. It is possible to show this text outside the access form if space is a problem, ACI said afterward.

Of greater concern, in our eyes, was that we didn't see a fast, easy means of copy tasting, such as the automatic opening of stories successively as the cursor moves down the directory. In our demonstration, Open Pages required that the operator use the conventional manual facility for opening stories. However, here, too,

The system offers a facility for checking stories in and out of the database, such as to work on the road from a portable or to send a file over a communications network or via an electronic-mail system. When an article is checked in, it automatically updates the database through its document profile.

Dynamic Pagination. In a similar fashion to most systems that use Word, Open Pages provides Word macros for composition functions. Other macros handle filing and routing of copy at the time it is saved. Although the approach is good, we believe that ACI's implementation of Word macros isn't as fully functional as the implementations of some other firms using Word and Xpress.

ACI's approach focuses on doing final formatting and copyfitting in Xpress using a CopyFit Xtension. There is a Word macro, which wasn't shown to us, that compares the estimated depth in Word against the anticipated depth in Xpress.

Xpress provides the same database access as Word. Open Pages has developed-what it calls Dynamic Pagination to assist in building pages automatically from the database. The input from an ad reservation system automatically places ads on pages and into the database. Xpress is used to build the layout.

Another function, called Dynamic Sked, builds the editorial budget and allocates articles to pages. Articles can be selected from the Queue View (a subset of the content management system) and linked to the budget. Templates are assigned to budgeted areas to format the articles. Articles that

haven't been placed automatically can be listed and assigned to pages using the "place text element" command, which defines their size and shape. This command encompasses the number of legs, column width, headline specs, etc.

After these items have been specified, pages should build themselves dynamically and update the database as they do so. This feature can take into account the needs of different zones and editions.

The use of the database enables tracking of workflow because every item has to be booked into and out of the database. In this way, Open Pages also can handle the management of display ads, logos and graphics.

Open Pages works with Windows 3.1, 95 and NT and with the Macintosh.

### **Baseview tracks pages, manages ROP ads**

Baseview Products, which continues to sell its Macintosh systems at an impressive rate in spite of Apple's problems, introduced some important new capabilities to broaden its system functionality. The key ones are a page-tracking program that provides a quick status report on how various pages stand with respect to deadlines; an enhanced ad management product that handles both classified and display ads in the same database; a hot-backup capability; and an interface to the Phrasea image and text archival system.

PageWatch IQue. Baseview has added a deadline field to its database, which enables it to track progress of Xpress pages with respect to the deadline. Deadlines can be set for each page. (There are no facilities for tracking separately the stories, photos and other elements on pages. They pick up the same deadlines as their page. Baseview said it may consider giving separate deadlines to page components in a later release.)

Deadlines are set manually for each page. At any time, an editor has four ways to determine the deadline status of any page:

- Thumbnail view. A display of page thumbnails shows the status of each page, represented by a thermometer whose length and color indicate how far the page is from its deadline--before or after. (This feature only deals with time from deadline. It doesn't show which pages are in use or what kind of activity might be under way on the way.) The particular pages that are displayed in this thumbnail view depend on the editor, who can ask for a section, a range of pages, all pages appearing a certain date, etc.
- Page view. It is possible to select one page from the thumbnail view



and get a larger representation of elements on the page. This view is basically just a larger view of the thumbnail, although it also indicates items that have been assigned to the page but not yet placed.

- IQue Inspector view. For each page and each element there is a palette, called the IQue Inspector, that indicates the deadline for that item (the element inherits the deadline from its page) and whether or not the deadline has been met. To see this view, the operator clicks on the page or element in the page view.
- List view. In place of the page view, the system will display a list of pages and elements, including the status, priority and deadline for each one. The list view includes stories that have been assigned to a page but not yet placed.

In general, Baseview has done a nice job with its tracking feature. The graphic displays are nice. The use of color is helpful. The option of a list view is essential for use in certain situations.

Keep in mind, though, that PageWatch begins tracking only when an element is assigned to a page, making it an Xpress tracker, not a tracker of the entire editorial process. That is, it isn't a tool for an editor assigning stories to reporters.

Also note that, although Baseview's use of a thermometer and colors is good for indicating how close pages are to deadline, there isn't a similar means of determining how close to deadline individual stories and photos are. The thumbnail and page views show the status of each element, but they don't tell if a story is five minutes from deadline or five hours from deadline. That can be determined by looking at the Inspector palette and calculating the difference between the present time and the deadline.

Nor is it possible to get a listing of all stories that are, say, 15 minutes from deadline. However, a search can be made for all pages that are late, have an "incomplete" status or a combination of the two. Those suggestions shouldn't detract from the well-thought-out implementation of page tracking. PageWatch IQue will be a welcome addition for most users.

PageWatch IQue was making its initial appearance at a show. It is scheduled for release in October and is priced at \$495.

AdManagerPro. Baseview has taken the ClassManagerPro package it introduced last year and replaced it with an enhanced version that supports display ads in addition to classified ads. Called AdManagerPro, it is a completely rewritten software package that uses the same database for all types of ads--classified liners, classified display ads and POP display ads. This

not only makes it possible to consolidate billing and reporting of both classified and ROP ads, but also enables adtakers to deal more efficiently with advertisers placing multiple types of ads.

AdManagerPro has Baseview's accounting system built in, but alternatively it can be interfaced to other systems.

In conjunction with AdManagerPro, Baseview has introduced some enhancements, such as reducing the number of screen forms. The new main screen covers most functions, with optional screens to handle items such as overrides. Within the main screen, buttons are divided into categories by function. The WYSIWYG ad window displays classified ads as they will appear on the page, with logos and graphics in place. Keyboard shortcuts serve as alternatives to most mouse operations.

To handle ROP ads, a new window appears in place of the WYSIWYG ad window used for inputting the text of classified ads. The ROP screen accommodates space reservation information such as the date, ad type, color to be used, edition, page number and so on, plus the salesperson booking the ad. The system supports pricing of classified and ROP ad packages.

Among the enhancements to the classified functionality is a new use of color with the ad-insertion calendar. It uses up to 13 colors to show factors such as when ads have been run in the past.

The file of booked ads can be fed into Managing Editor's addumming program to place the ads and send the dummy back to the editorial system for page makeup. Classified pagination is provided by Baseview's ClassFlow.

ClassManagerPro, which was introduced last fall and has about 100 users, will be replaced by AdManagerPro when it is released this fall. AdManagerPro will be offered for the same price as ClassManagerPro, although using the features for ROP ads requires additional training, which will cost \$700 per day for an unlimited number of people.

Hot backup. The new hot-backup feature automatically records all data on a separate server simultaneously with recording on the main server. In the case of a malfunction of the main server, the system automatically switches to the backup unit and notifies each user that the second server is to be used. When the main server is running again, the system manager issues the command to restore it as the main server.

In the past, Baseview has required that all data reside on the same server. With the hot-backup feature, separate volumes on the same server can be

supported and index files can be kept on a RAM disk. Previously, all of the data had to reside in the same folder. The feature will be available in October. Price will vary per seat, depending on the client.

Phrasea interface. Baseview has acquired the rights to distribute the Phrasea photo and text archiving system among its customers. Baseview said it planned to provide tight integration between its system modules and Phrasea. Baseview's existing Transporter software will be used to move stories from the database to the archive and vice versa. As of the show, Baseview was already taking orders for Phrasea, and it was scheduled to install its first system, in Ventura, CA, soon after *Nexpo*. (For more on Phrasea, see our section on archiving.)

CirculationRemote. Baseview, which claims to have the only all-Macintosh circulation system on the market, introduced the capability of accessing the subscriber database from a remote terminal. It enables operators to add subscribers from other offices, vacation spots or anywhere else they can take their computers.

A new data compression routine makes it possible to fit a database of subscriber names on a floppy disk and take it on a trip.

### **Cascade DataFlow tracks ad production**

Besides demonstrating MediaSphere (see section on archiving), Cascade showed DataFlow, which is being used to manage the production of display ads and monitor the progress of ad production.

The DataFlow server takes booking information from a range of ad booking systems and stores this information in the server. DataFlow connects with Xpress via an Xtension, allowing Xpress users to log in to the DataFlow server. It also connects to Photoshop via a plug-in. Items can be dragged and dropped from the server into Xpress. All the elements for an ad can be called out of the server or loaded into work folders. From within Xpress users can search the DataFlow server for items and then drag and drop them into Xpress. The Page Builder Xtension can then automatically build pages of ads from stored layouts, pulling in completed ads. Progress can be viewed graphically using the ViewFlow monitor, which incorporates colors to represent each different status.

The intranet-Internet interface that runs DataFlow allows it to be operated and viewed from anywhere on the network or through a WAN via the Internet. Remote users can view all ads with their run schedules. Ads can be proofed via the Internet using the Amber facility to view and print PDF files of

the ads created by DataFlow. The software includes forms to be filled in with comments and returned to the DataFlow server. It is possible to generate the equivalent of a tear sheet using PDF to see an ad in context on the page.

### **CCI ready with NewsDesk, AdDesk**

We have been watching CCI become a full editorial system supplier for some time. While it is true that CCI develops very advanced and powerful systems, it is true also that it takes a long time in doing so. Its new editorial system has been shown in various stages for a couple of years, yet it still hasn't gone into its first site.

Atex link. At **Nexpo** we saw the system as it will finally be installed in the near future at the first sites. The first systems will be placed alongside existing Atex editorial systems, which it will replace over time. CCI showed how its Atex Gateway will take over the role of the Atex system, making it just a part of the CCI system.

This is already happening at some sites, where the Atex Gateway allows CCI to become another server node on an Atex system. Files from Atex are stored on the CCI system, and the CCI LayoutChamp creates the page layout files that the Atex users access to write copy to fit. This scenario employs the CCI composition system and stores files on the CCI servers or on Atex J11 application servers. In the latter case, files are held in CCI tagged format on the Atex servers. Performance appears to be good. The average response time for an Atex workstation to achieve composition on the CCI system is less than three seconds.

The full editorial system is now running predominantly under NT. Only the LayoutChamp pagination application still runs under Solaris on Sun or Pentium workstations, but it is being ported to NT and should be running in this environment early next year.

The CCI strategy is to use a mix of CCI applications and custom versions of standard software. The mail function, which is viewed as a key element in an editorial system because of its importance to reporter communications, may be entrusted to Lotus Notes. CCI already has implemented good integration with the Notes database.

Editorial functions. The main writing and composition functions are based on Word, but are heavily customized to run either offline or online. This version features an extensive range of keyboard editing shortcuts and a full interface to the CCI Oracle database. Unlike most editorial systems that are based on Word, CCI's system doesn't use Word's composition. Nor does it rely on

Xpress. CCI uses the well-proven, high-quality CCI composition program running in the editorial workstation. This workstation runs under NT rather than Windows 95 because CCI prefers NT for secure multitasking operations. The use of Word plus the CCI file system and CCI composition automatically produces structured documents, as every file coming from Word is converted into the CCI database format. This structure is also used for automatically building Internet pages with HTML (more on this later).

The CCI approach to editing and composition is well thought out and efficient. It uses multiple concurrent windows for writing and editing accessing the database and building stories from multiple clips (through a scratchpad window). A read window can be connected to specified input baskets to show automatically stories that come in from wire services or reporters.

A list window accesses the database, which is organized as an object database, although it runs on Oracle or another standard SQL database. CCI plans to switch later to the Oracle Object database. The database uses triggers to notify NT clients of activity and updates directories dynamically. It also provides multiple views and supports a text search facility. It stores text, graphics, pages, wire stories and any other objects.

Items can be dragged from a directory and dropped into other baskets or onto pages.

Handling graphics. The system currently supports only 8-bit color when showing graphics on pages, but it will support full 24-bit color for all images, including thumbnails. Like some other systems, NewsDesk has almost all the facilities of a picture desk for manipulating graphics, including full image browsing, cropping, scaling and rotating functions. There are some neat cropping capabilities to pick up image sizes from LayoutChamp and apply them to images.

None of this prevents the system from using other graphic programs where appropriate. Photoshop, Illustrator and Xpress can be linked to the database.

Page layout. Page layout can be addressed directly from within Word using the write-to-fit function, which CCI guarantees will be 100% accurate. It is possible also to perform final page operations with interactive editing and composition within LayoutChamp. In either situation, the operator is able to fit copy to complex irregular shapes.

In general, we view NewsDesk as one of the leading new systems for large- and medium-scale editorial operations. It is being considered by many newspapers in Europe, where it normally competes head-to-head with

Unisys's Hermes system. In the U.S. the first system is scheduled for installation in Phoenix, AZ.

Addressing the Internet. CCI had shown a prototype of its Internet publishing capability at **Nexpo** a year ago. This year it was much farther along. Publishing on the Internet and producing pages for printing both use the CCI database and the same shape and style facilities for formatting. For publishing on the Web, the template for Web publishing is selected, which links to the internal, SC, ML data format.

In one example we saw, both the print and Internet versions of the page had three article links that built three containers. The appropriate template was attached to each article. Netscape can be used to preview how an article will look for the Internet, and the editor can work in a write-to-fit mode to edit or shape the copy to fit the container. The same principle can be applied to images, which can reformat themselves in the resolution needed for the Internet format.

The idea of treating the design of pages the same way for both print and electronic delivery, with links to the same database copy, is excellent. The use of an internal tagging system to identify content for one or another publication format means that an editor can write copy to fit for both print and electronic formats at the same time.

This software will soon undergo beta testing at Phoenix Newspapers for use at The Arizona Republic.

AdDesk. Advertising is the area that has really built CCI's position in the North American newspaper market--particularly in the management of display ads and the control of production. CCI showed its new AdDesk system, which is being developed with two partners, Frankfurter Allgemeine and the Orlando (FL) Sentinel. It uses the same Oracle database as the editorial system. AdDesk currently works with Xpress and Multi-Ad Creator as ad makeup clients on the Macintosh. Access to the CCI database is through a Macintosh X Window terminal.

Order information for the ad comes from the ad booking system. The use of the database has allowed CCI to add tracking and management of ads with a deadline orientation. Deadlines can be assigned to proofs and pages. As an ad moves through the system, the deadline position is shown and adjusted to reflect the current status. The details of the status can be sent via a messaging facility.

Ads can be logged in and out to specific teams or departments. All physical

material is tracked within an electronic job jacket. Scanned information can be dragged and dropped into the jacket. In Creator, this will cause the content to show up in the file menu. There will also be an Xpress Xtension for this (probably resembling that in Cascade's DataFlow).

CCI says that additional functionality will be possible with Multi-Ad next year, when a scriptable version of software becomes available. When an ad is opened in either Creator or Xpress, the system generates a bounding box of the correct size, plus a list of files to be used in the ad.

#### CNI on the move with Agile, Texture

Although Computer Network Integrators didn't have any blockbuster new products to introduce, it had an interesting booth to visit for several reasons:

- Texture. CNI has become an official reseller of Future Tense's Texture tool for creating documents for the Internet and will bundle it with all systems it installs. Texture was demonstrated
- Agile sales. CNI demonstrated the Agile Enterprise TeamBase: SpecialEdition editorial system and workflow manager, which it recently added to its line of system components. CNI said it soon will announce orders for three Agile systems, to be installed at sites belonging to three different newspaper groups.
- Better color. It has embarked on a program to help newspapers improve their color publishing. To do so, it has hired a photographer from the Erie (PA) Times, Rich Forsgren, who travels to CNI customer sites and works with them on calibrating their systems starting with the press, with the goal of achieving consistent color.

AdTracker update. CNI demonstrated an updated version of its AdTracker system, which reportedly is in use at more than 40 sites. The focus of the new developments is automating basic functions. For example, it automatically archives and purges ad elements by publication after they have expired. They then can be restored if needed to update an ad.

Installations. CNI reported some of its more recent installations, which have helped to give it a total user base of about 70 customers, we were told:

- DewarView systems at AMNews (the weekly paper for doctors in the American Medical Association); the Appleton (WI) Post-Crescent, and an existing customer in Butler, PA.
- The CNI Open editorial environment at the Wichita Falls (TX) Times Record News, Engle Printing Co. (Mt. Joy, PA) for its 32 weeklies; and the Journal Register in Connecticut for its multiple sites.

- Its AdTracker software at the Appleton site; the Athens (OH) Messenger; and Yankee Trader (New York), for its 32 shoppers.
- Classified order entry and pagination using Managing Editor software at Yankee Trader.
- A suite of products at North Jersey Newspapers.

### **CompuText's NT-SQL systems in 4 sites**

It could be said that CompuText has set the standard for new ad systems. To our knowledge it was the first newspaper ad system to use the NT server platform with Microsoft's SQL Server. It was also the first advertising system to run native under Windows 95. At **Nexpo** every new ad system seemed to follow the same approach. Today CompuText has four systems installed on this platform in addition to around 30 systems on its old platform.

The editing and composition engine is Word, with an excellent set of macros for creating a broad range of ad styles.

The screen forms used for taking ads are completely customizable using the Form Builder application. Multiple forms can be linked sequentially and one form can pull up another. Special forms can be stored in the database and retrieved on demand. Tabs are used to select different ad booking and selling functions. Custom columns can be added to the database. Macros can be built for use in Word and stored in the toolbar.

Besides its flexibility and customizability, the program's strengths include an excellent calendar, a comprehensive group booking capability, an easy means of building and updating upselling quotes and prompts, the ability to have multiple ads open at once to allow for such functions as comparative viewing, the use of Excel for price calculations and Crystal Reports for report generation and a direct link into Xpress to handle the makeup of booked display ads.

The system looks mature and is optimized for performance, especially for fast filing and retrieval of ads. Storing an ad in the database is a background process, which releases the screen rapidly for taking new ads.

### **CText switches to NT, NAPS H&J**

The key announcement from CText was Dateline/NT, the NT version of the Dateline editorial system. It uses NT in the workstation instead of os/2, which has been in use in the current version, Dateline/2. (This decision is in line with the trend seen with some other suppliers, including CCI and Cybergraphic, to use NT rather than Windows 95, on the grounds that NT is



more secure.) There has been no change in the Dateline server, which remains either a Tandem host running NonStop SQL or any machine capable of running Sybase System 10 or 11.

Both Dateline/NT and Dateline/2 clients can access a single Dateline database simultaneously.

H&J switch. Dateline/NT uses Word for Windows 95 as its text editor and North Atlantic Publishing Systems' H&J Engine working with Xpress for composition. This differs from the use of XyWrite for os/2 as the editor and the Tomahawk composition engine as used in the installed versions of Dateline/2. Currently the NAPS engine runs Xpress within the workstation, but in the future it will be able to access Xpress from composition servers on the network. Articles are stored in RFT format, which will allow for CText's own composition preview software to be used within the Dateline/NT client, instead of having to use Xpress.

File management. Dateline/NT supports the same dynamic directories CText introduced years ago, but they have added a full drag-and-drop capability to move stories from one directory to another, plus customizable toolbars and the automatic display of audit trail and header information.

Also new is a link to graphics in the database, which makes it possible to display thumbnails of images within directory listings. As images are modified using other graphic applications, the images are updated in the database. These links can extend to an OPT system.

The client component of AdVision, CText's classified ad system for os/2, will be ported to NT. Development will start early next year.

### **Cybergraphic features Sell, Page-News**

Cybergraphic featured two of the hits of the show: the CyberSell[1] ad booking system and the CyberPage-CyberNews editorial system. Both run in similar environments: the NT Server operating system for the servers, Microsoft's SQL Server for the database and NT for all clients. Like many other system developers, Cybergraphic chose NT over Windows 95 because of its greater functionality and security. The servers run on Pentium and DEC Alpha servers.

Both systems are already veterans of two Nexpos, having been introduced prematurely a year ago (see Vol. 24, No. 22), but neither is ready yet for a formal release. CyberSell will enter beta testing in Australia later this year. The editorial system, farther behind, is being demonstrated using a flat-file

database (as is used in the current Cybergraphic editorial system). Initial installations of the full implementation of CyberPage and CyberNews are scheduled for mid-1997 (about the time they will make their third **Nexpo** appearance).

CyberSell. CyberSell is a good example of what a future ad system should be. It has many similarities to some other new systems, such as those of CompuText and PPI, but it goes farther than those two and is more comprehensive. (Those other two systems, however, have the advantage of having made it to market some time ago.)

CyberSell is based on the idea that one ad can be used in many places in many publications. It also can have many designs and can be designed for many different media. Unlike some of its competitors, the system doesn't use standard software such as Word as its text editor and composition system. Rather, it uses Cybergraphic's own editing and composition software. This produces higher-quality composition and a better-integrated editor.

The display is uncluttered and works under the premise that one window can open others as needed, bypassing the need to keep many windows open at the same time. Screen operations are fully customizable by the user equipped with Cybergraphic's Work Bench. The system supports the popular folder and tab approach introduced by the GB Techniques Mets editorial system and now copied by most new systems. Behind the screen and linking the screen forms to the database are business objects written in C++. Cybergraphic supplies a library of objects, to which customers can add their own objects using any OLE-compliant development tool.

The basic functionality is excellent. It provides access to client information through many routes, including full customer information, ad history, etc. Ads can be booked using codes, a calendar or both. An ad can be previewed and its cost shown, with complete information about how it was reached. In a particularly nice feature, the system supports retaining default ads for regular customers to speed up the booking process.

CyberSell can hold ads in different formats for different publications or dates, from a common booking. Sticky notes can be associated with an ad to serve as a marker whenever the ad is opened. The full note can then be viewed. The system provides excellent facilities for upselling ads and generating multiple price quotes. It interacts with contact managers to enable sales staff to keep calling information about clients and prospects.

Link to pagination. CyberSell is fully integrated with Cybergraphic's classified pagination system, which makes it possible to view a classification and see

the number of ads in it and the total depth. Cybergraphic claims that storing ads in sorted sequence in the database enhances the pagination speed. We weren't able to evaluate the speed.

Pagination rules can be modified by the customer. In WYSIWYG mode the page can act as a pasteboard, allowing ads to be moved on and off pages and reflowed. Filler libraries organized by classification allow fillers to be used on a rotational basis.

The first CyberSell system will be installed in Australia in November. Cybergraphic says it has received its first order in the U.S.

CyberPage and CyberNews. The CyberPage-CyberNews system is not as far advanced as a new system as CyberSell, although it can be operated on the old flat-file system of the earlier Cybergraphic product. The new database should be in beta testing early in 1997.

There are two main elements of the editorial system: CyberNews for writing and composition, and CyberPage for pagination. Like some other new systems, it doesn't use Word or Xpress for editing, pagination or composition. Instead, it uses Cybergraphic's own composition and pagination. NAILS (the Newspaper Automated Intelligent Layout System) automates the building of page designs to speed up the overall process while maintaining control of house styles (see below).

One benefit of not using standard software is the availability of multiple concurrent dictionaries for hyphenation and spelling. These could answer the needs of both foreign languages and special industries. A proximity thesaurus is used for words that sound alike.

It would take too much space to describe the system in detail, but we'll list a few key items:

- Dynamic directories that are automatically updated on screen by database triggers.
- The ability to customize the system, such as building icons for specific sequences of operations and putting them in the menu bar.
- The Smart Desktop to dean up the desktop when new activities happen.
- Windows to specify information about elements and activities. For example, the page inventory window displays a list of page components and the relationship between the various elements on the page. If a page is opened and has stories assigned to it but no layouts, the layout editor can immediately see details of assigned stories so that the layout

operation can begin. The properties box is another window that sits under the page inventory and provides details about every element of the layout. It also provides an alternative means of editing the layout.

**NAILS** . Most of the above items appear also in some other new-generation editorial systems. However, one item Cybergraphic believes is unique is the **NAILS** layout system. It has three elements:

- Shape libraries for page elements (page furniture).
- The selection of pages to be made up.
- Sets of rules for handling type and stories to define the rules for making up article shapes and styles to fit defined spaces.

In using **NAILS**, the operator first defines areas of a page for the various stories. The screen responds with a selection of page furniture (shapes and associated styles) that can fit both the area and the type of page. There would be different furniture for news, features, sports, etc. The system shows the best options for the space, but the user can cycle through all options.

When the correct option is chosen, it can be fitted to the specific space using an expansion factor controlled by the **NAILS** object rules. If the page will later be output to the Internet, **NAILS** can select the correct shape for this medium.

In perspective. Overall, Cybergraphic's new editorial system looks very good. It is not as advanced at this stage as some other systems, particularly in the database area and in budgeting and scheduling, but it looks as though it will be a real challenger for large-scale newspaper editorial operations needing both high-performance page building and high-quality composition and editing. It will be interesting to watch likely future battles between the CCI, Cybergraphic, Harris and Unisys editorial systems, which appear today to be the most advanced systems for large-scale newspaper operations. (It is strange that only Harris comes from the U.S.)

In the advertising area, CyberSell looks like a complete product that will challenge the positions of CompuText, PPI and, in the future, ATS in the new generation of Windows ad systems.

### **DT systems share data over WANs**

The key theme of Digital Technology's presentation was the use of wide-area networks to share data among newspapers. It showed work being done at Cox Newspapers, where 13 papers are linked together and can work as one newspaper. They are able to do this in part because they all have DT's

newspaper systems with an integrated database.

New developments from DT include version 4.2 of its publishing software, in which the server runs on Sun hardware using a Sybase database and clients run on Macintoshes. A key part of this is the Publications and Locations Databases and the Page Directory, which defines to other newspapers which organizations and people can establish links with them and share data.

DT gave an example of how this system works in describing how Cox will cover the Olympic Games. It centers on the Atlanta Journal and Constitution, which will prepare a full-color daily Olympics supplement and make it available to all Cox newspapers. Other papers will have the option to modify it for their own needs.

The technology requires a large WAN. It uses frame-relay technology running at 275 kilobits/second to enable all Cox publications to have dial-up log-on to the Journal. These other newspapers then have access to the data, which they bring down to their own sites. The demonstration we saw, which wasn't running at the speed of Cox's MCI frame relay, appeared to be similar to working on a LAN. We accessed the Journal site and roamed freely through the Olympics pages.

The technology also makes it easy to use the data to generate Internet pages with DT's internal tagging scheme for identifying copy elements. One application of this practice within the Cox papers results in a reduction of drop charges for syndicated materials; items can be picked up easily from one site and converted easily for Internet publishing.

The DT Publications Database allows for one set of database servers to be used for many roles in a chain of newspapers, making use of one central tens department. This would make possible the production of newspapers locally with reliance on a central MIS operation for all support services and database maintenance. Possible opportunities exist (subject to agreement with suppliers) for centralized systems to handle group wire services for text and images. Another possibility is a common Web site for all of the newspapers' pages.

### **EDS, NAPS offer H&J engine**

Electronic Data Systems, a system integrator, used its booth to show a variety of products and projects, many of which we are covering in this review. One key product is an H&J engine being developed cooperatively with North Atlantic Publishing Systems, which shared part of the EDS booth. The engine provides access to Xpress H&J from within Word to enable a front-end

system to get accurate line endings. Because this is one of the key issues of the day, we are preparing a detailed report on the NAPS-EDS product and how it fits in the market, scheduled for our next issue.

### **Euromax makes push in U.S.**

Euromax made its second appearance at **Nexpo** in an attempt to establish a foothold in the U.S. market. It already has one customer (Journal Newspapers in Alexandria, VA), but is intent on gaining more. We won't know for a while whether its presence at **Nexpo** will result in any new sales.

Regarding the Euromax system, we provided an in-depth article just prior to **Nexpo**, so we won't repeat that information here.

### **ESE ready for 1st EdBase customer**

Editorial System Engineering, which has been developing its EdBase editorial environment for a couple of years, is ready for its first customer installation. It is scheduled to go into Las Provincias of Valencia, Spain, a medium-size newspaper, later this month.

Several key enhancements were introduced, making the system quite attractive as a productive editorial tool.

The system architecture remains approximately as we have seen it at the recent **Nexpo** shows: a client-server system running on PCS under Windows 95 with a relational database. Microsoft SQL Server was demonstrated in Las Vegas, but ESE says many others are possible.

As in the past, it uses Word as a word processor and ESE's own Editorial News Layout or Xpress for page layout. If ENL is used, the layout can be passed to Xpress for further manipulation. ESE says it is developing plug-ins that would enable any other page layout program to be supported.

XPress H&J World. The most important new development this year, we think, is an interface between Word and Xpress that enables a reporter or editor using Word to see actual Xpress H&J line breaks. This makes it possible to write copy to fit exactly the space allocated for the story in Xpress. It also simplifies writing headlines-to-fit, although ESE doesn't provide a specific headfit routine. (Following the show, ESE reported that there is a means of modifying the column measure in Word to get a closer approximation of the headfit in Word, but it doesn't sound very efficient.)

Xpress can be running in the same workstation that is running Word or it can

be running in a composition station on a network, where it can be shared by multiple users.

H&J is initiated by the operator's keyboard command, at which time the story is sent to Xpress and quickly returned with a report on how it fits:

- The number of lines underset if it is short.
- The boundary between the text that fits and the text that doesn't fit if the story is too long.
- All column breaks.
- Whether the headline fits or not (although it doesn't tell how much too long or short it is for users wanting to make each line of a head comes as close to the full measure as possible).
- Loose lines (those that exceed the maximum permissible interword space), although it doesn't tell how loose they are.

It is possible to un-H&J a file to enable an editor to work without seeing unnecessary line breaks.

ESE has added support for hidden notes between Word and Xpress. Notes entered in Word are recognized by Xpress and can be hidden or shown on the screen, controlled by a button command.

Multiple editors. ESE has enabled multiple editors to work on different stories on the same Xpress page by copying the geometry from the Quark page as a template for the editor to use. If a layout editor changes the page layout while a copy editor is working on a story on the page, nothing happens until the layout editor releases the page after completing the changes. At that time, the system updates all page templates.

Simplified World. ESE has created a customized version of Word for its target users, which often don't need all of the functionality that comes standard with the Word package. That is, it has shortened the button bar to remove some unneeded functions, although the system also supports the full version of Word.

Directory preview. EdBase demonstrated the same flexible file management scheme as in the past, including directories where the user not only can choose the contents of the directory, but also can select the order that items are displayed, the size of the fields, and so on.

The newest item in this regard is a screen preview function that enables the operator to preview images or text from the directory. Photos displayed in preview mode can be cropped, pasted to the clipboard and brought into

Xpress.

While text is being previewed, it is possible to search on text strings within the previewed file and cut and paste blocks, but it isn't possible to edit the file. ESE said it is considering adding a function that would enable an editor to locate blocks of text in this fashion and paste them consecutively onto the end of another file, much like the "append" feature of some editorial systems of the past.

The font and size used to preview text is customizable.

It is possible also to cut from a video clip and paste it into a document in the same fashion.

Routing files. ESE has added a facility for routing jobs from one folder to the next one in its workflow, which can be done with or without an electronic-mail message.

It is possible to have preset routes for certain types of stories, such as sports, or to modify the route on the fly. We suspect that keyboard shortcuts would be used here instead of bringing up the dialog when the route called merely for a story to go to its next desk.

Pricing and futures. EdBase is priced at from \$2,000 to \$4,000, depending on the integration services required. That price includes the database functionality. ESE will offer a light version this August, without the database support.

WebBase. ESE also is offering an Internet product called WebBase. Among other things, it tracks hits on a Web server and provides information about users, comparisons of one user's results with the results of other users of similar size, etc.

### **FSI lineup: NT, Oracle7, Mac, PC**

For Freedom System Integrators, **Nexpo** was like a coming-out party. After years of effort to pull together a disparate assortment of inherited products, it has developed an attractive, versatile, consistent product line. It includes editorial and advertising systems for both the PC and the Macintosh, all running in a common environment of Oracle7 database software and NT servers. The PC advertising program was running in preliminary form.

The booth was set up to illustrate this versatility, with Mac systems on one side and PCs on the other. For the Mac, there was the FSI editorial system,



which had its origins as Mycro-Tek's Freedom Series (with a text editor whose roots go back to QED, plus enhancements in areas such as headfit). Also for the Mac is the FSI Advance Sales advertising system, which evolved from the former Mycro-Tek classified application.

For the PC, editorial functions were furnished by the former GBT Mets system. Advertising functions were handled by a port of the Advance Sales for the Mac, called Advance sales for Windows 95. The latter item was being given a formal debut.

Advance Sales for Windows. FSI showed a version of Advance Sales for Windows 95 that was described as "nearly alpha" in readiness, but said it expected to begin regular shipments by the end of the year. Its user interface is based on the Mac and it employs the same rate engine. For input and editing of ads, it uses Xpress, which avoids H&J problems when a job is output, but it requires that each adtaker have Xpress--an expensive proposition for some organizations.

It supports a full calendar to schedule ads by clicking on the days they'll run, multiple publications (selected one by one or in packages), upselling of ad space (not shown at **Nexpo**) and Internet capabilities.

Mets enhanced. FSI has continued to add to the Mots system, which is in use at its first U.S. customer site, the Saint Joseph (MO) News-Press. The 50,000-circulation paper handles 45 insert zones. The initial installation comprised eight yes for copy editing, eight for pagination and ten for reporters, although we understand that eventually as many as 55 terminals will be configured for editorial work.

In several respects, this site is taking the lead among Mets customers. It's the first Mets system using NT servers, an Oracle database, Windows 95 clients and 100Base-T networking. It also is using a Monotype MGS OPI server with both Windows 95 and Macintosh workstations, and it is interfaced to a Dewar System 2 to supply wire service and local and remote input.

Besides further Americanization, new items focus on layout functionality.

Coming soon will be support for jumping text to later pages in a publication. After the operator specifies the page on which the story will continue, the system will automatically generate "continued on" and "continued from" messages and create the text boxes to hold them.

Among the improvements shown at **Nexpo** are additions to the Shapes capability, which provides a library of text containers of varying shapes into

which text can flow. If a story is dragged over a Shape, it flows into the Shape, taking the properties of the Shape. A new feature enables a Shape to extend automatically to the required depth if the text exceeds the preset depth. It is also possible to ask the system to spread the feathering of multicolumn jobs across all columns, rather than feathering only the last column, as some systems do.

Mets has a clever means of enabling multiple editors to work concurrently on the same Xpress page, which ordinarily isn't possible with Xpress. When an editor requests a story for editing, the system creates a new document using the layout geometry of the actual page. Then the editor--who can change only the text, not the layout--works on the copy of the story until finished, at which point the new version is merged back onto the page, replacing the earlier version.

While the copy is being worked on, no other editors can access the file. A new feature uses colors to track the status of stories that have been broken off in this fashion for editing.

Micro-Tek update. It's been a long time since we heard mention of Micro-Tek, the one-time ruler of the small newspaper system business. So we asked how the user base was faring. The answer was that FSI continues to support about 500 Micro-Tek customers (of a total, years ago, that topped 1,000). FSI can provide a pagination capability for old Micro-Tek systems, from version 1100 Plus on (1984--93).

Deals for Phrasea, Data Sciences. FSI announced that it has been authorized to sell Phrasea worldwide, except in France, where its developer operates, and in a couple of other countries in Europe. FSI is using AppleScripts to customize the system.

Phrasea was selected because of its Internet capabilities, which support searching multiple databases concurrently and its ability to index PDV files.

The link to Data Sciences' accounting and circulation software wasn't demonstrated in the booth, although the announcement was made and visitors were invited to go to the Data Sciences booth and see what a "real" circulation package should look like.

Newton for reporters. Remember the Newton? Apple's personal digital assistant, which once looked like a useful tool but never made an impact in the market, is ready for a second chance. Terry Borchers of FSI had one in his booth to demonstrate its use for remote input by reporters.

Called the Newton MessagePad 120 and 130, the latest version has an optional keyboard that supplements the pad used for note taking. It runs a telecommunications software program called PocketCall and supports scripts for setting up a link so a reporter can file a story.

In the booth, it was demonstrated in conjunction with the FSI LiveWire program for receiving wire-service stories (see photo).

The Newton still has its limitations, such as a maximum file size of 8,212 characters (Borchers recommends sticking to 4,000 characters), but the fact that it now works and still has its handy format means that we might actually see it used in the field.

### **Harris pagination news: LA Times, Xpress**

The Harris NewsMaker editorial and pagination system has been one of the recent successes of the North American newspaper system market. While many of the other older suppliers have been going through traumatic times, Harris has been quietly improving its position. It has made headway at the lower end of the newspaper market with its acquisition of Baseview (discussed above), and it has been installing its NewsMaker systems in many midsize newspapers.

Harris announced a significant breakthrough into the major metros with a key deal with the Los Angeles Times. This agreement provides NewsMaker Pagination as the pagination system for the Time's business and special sections. That is not to say it won't eventually be used for the publication of other sections, but each of the sections is making its own pagination decisions, as we understand the situation. The size of the system was not disclosed.

The system. The heart of the NewsMaker editorial and pagination systems is the XP-21 database, which runs on Sun servers and uses the Informix 7.0 SQL database. The editorial workstation, like many other systems, uses Word as the editor. But the NewsMaker pagination system uses Harris's own technology running under Windows, rather than using an off-the-shelf pagination system such as Xpress. NewsMaker Pagination is a good example of a high-performance, no-compromise pagination approach for newspapers.

The system, developed over many years, provides background monitoring of processes, including ad placement, ad size checking, story placement and sizing, automatic story jumps and photo positioning. It also offers integrated page dummied, automatic vertical justification of columns, definable page styles, layout-driven or interactive page makeup, image manipulation and

many more functions. It supports tight integration with Word on the same screen where necessary to allow for working on text and visualizing the final makeup of the page at the same time.

The ability to show and run a number of functions concurrently on the screen shows how well integrated the system is. It is possible even to view other page thumbnails. Element status is shown in a separate dialog box, and the navigation tools around the page using the Navigator window eliminates the need to use scroll bars. The overall user interface is excellent, supporting rapid makeup of pages and access to data.

NewsMaker Pagination supports both Layout-8000 and Managing Editor ALS for input of the ad dummy. It allows for previewing ads in position and checking the ad status through database access. As a pagination system it also links well into other editorial systems. In the case of SII, Harris is working with CE Engineering in the use of the Decade software.

Xpress integration. A new development on the pagination front was integration of Xpress for pagination. This has been done for one customer, Edipresse in Lausanne, Switzerland. (For readers not familiar with this organization, it consistently has been one of the leaders in newspaper pagination since the mid-1980s. We have covered previous system developments there.)

Edipresse wanted the functionality of NewsMaker's editorial system, but wanted to keep Xpress running on the Macintosh for pagination. This is done through the Harris XP-Link Macintosh browser software, which makes it possible to store Xpress documents in the database. The database then generates a thumbnail viewable within Newsmaker directories. When building pages, it is possible to use the drag-and-drop facilities to pull information from the database via XP-Link into an Xpress page.

There is no attempt to map accurately the composition of Xpress in Word. In the case of Edipresse, this is unimportant because the final makeup of pages is done interactively in Xpress. However, it is possible to map the Harris composition language calls within Xpress so data imported will pick up the Xpress composition commands without reformatting.

One thing we think we saw--although we aren't quite sure that what we saw was what we think we saw--was a link from Quark's CopyDesk Special Edition into the XP-21 database. (CopyDesk Special Edition is the stand-alone version of the CopyDesk editor and composition system from Quark Publishing System.) It was called a stand-alone word processor for use with Xpress, where they share the same H&J engine. It wasn't said to be extensible to link

into a database.

In our demonstration, we saw CopyDesk SE storing data in the XP-21 database, with these data accessible in composed form in Xpress. The limitations of this approach are that it is not possible to access Xpress layouts via the database into CopyDesk SE, and, therefore, it cannot be used for accurate writing to fit. For basic copyfitting of squared-up articles, where the required copy depth can be accessed through the database and manually entered in CopyDesk SE, this could be an interesting development. It is the first time we have seen CopyDesk SE used in a true system environment.

### **Intergraph revamps workflow system**

Intergraph's Retail Solutions Group, which evolved out of its acquisition of Bestinfo, launched a new thrust into the newspaper market with the first showing of two new products: Workflow Manager 4 and OMS, an object management system for organizing ad elements. Calling them third-generation products based on a more open architecture than its previous products, RSG said they have been completely rewritten and are now being marketed to newspapers for the first time.

The software is compatible with any ODBC-compliant database, is server independent and supports Windows and Macintosh client workstations. The package is highly customizable and is intended to track a complete production environment, even as far as production of plates, printing and binding. It supports security levels to restrict certain users' access to change assignments, routing, etc.

Workflow Manager. Workflow Manager 4 provides tools for setting up, managing and analyzing a workflow of PC and Macintosh applications. Its focus is on streamlining the production of display ads and tracking the status of tasks in the editorial department, pressroom and bindery.

It organizes elements (text, graphics, etc.) in folders that serve as pointers to the database. Organization can be based on ad numbers, advertisers, publications, sections and so on. The workflow system is extremely flexible. Many tasks are automated (e.g., defining due dates and updating the status of an ad). There is no limit to the number of workflows that can be created. They can be nested and are completely user definable and modifiable. An ad doesn't have to be in a workflow to be tracked.

Workflow Manager consists of three modules:

- The Administrator is used to set up the organization (users, groups,

teams), the statuses (pending, late) and the ad types (comp, pickup); to specify when the status will be automatically updated; to display the status of ads, including where each item currently resides and where it came from; and to change an ad's route in the workflow. It can be used with standard reporting packages (Crystal-Reports, Microsoft Access, Excel, etc.) to generate printed or on-screen reports.

- Workflow Builder is used to design templates that define the steps and routing of ads from start to finish; to set up milestone dates and status alerts; and to provide system-generated due dates and times for all steps of an ad's workflow.
- Desk presents users with the work that has been assigned to them. It routes folders and elements that can be launched and edited in their native applications.

Object management. OMS provides facilities for organizing, tracking and retrieving ad elements---images, text, logos, etc. It supports any ODBC-compliant database, such as Microsoft's SQL Server and Oracle. Individual sites determine the organization of elements into classes. Any element can have an unlimited number of keywords and user-defined attributes (advertiser, code, run dates, etc.). It supports Boolean searches that can be named and retrieved for reuse.

OMS supports Acrobat technology for remote access and viewing. When used with Workflow Manager 4, OMS provides a history of all ad elements.

Status and pricing. Beta testing of the Windows version is under way, with the Macintosh to follow. RSG expects to have the Windows package ready for release at the end of the summer, with the Macintosh later. RSG says it will interface to and integrate these products with existing systems, although details of the plans aren't available. It will publish the API to enable other developers to work with it.

The first newspaper to install the system is the Waterbury (CT) Republican. RSG said three newspapers in the Canadian Newspaper Organization are considering trying it.

The system price will start at \$25,000 as a server fee, with the actual price dependent on the number of servers. Client workstations will be charged \$1,000 each, which will include both the workflow and object management software.

Intergraph status. As we went to press, we received word that Intergraph was about to report the results from its last quarter and that the results wouldn't be very good, continuing a long string of bad quarters. Along with

the results, which we will report in The Latest Word as soon as we receive them, were rumors that Intergraph was trying to sell both its Retail Solutions Group and its Optronics operation. For the good of both units, we hope a satisfactory solution is worked out.

### **Juliano converts to HTML**

John Juliano Computer Services featured Atan HTML, its application for converting Atex files to HTML coding. It is already in use at Jyllands-Posten in Aarhus, Denmark, and Law Journal Extra, a legal daily in New York.

Juliano also reported that its Blue Skii system for paginating classified ads from an SII system is being used successfully to produce newspaper classifieds at a site in Fox Valley, IL. In a project in which Management Process Integrators served as the integrator, a dump of SII classified ads from two city newspapers is fed to a Managing Editor ALS system. It then goes to Juliano's Blue Skii, where the SII markup is converted to Xpress coding for pagination.

### **Linotype-Hell features Internet link**

In the system area, Linotype-Hell emphasized its renewed commitment to sell LinoPress systems in North America. The effort so far has been less than stellar, resulting in two installations for a common publisher in more than two years. Granted, the customer we talked to is delighted with the system, but that message hasn't been getting out widely enough to bring in new sales.

On the equipment front, Linotype-Hell featured its LinoPress Internet Solutions package, which was introduced at America East (see Vol. 25, No. 15) but now is farther along in development. It provides a customizable, two-way data flow with the Internet, plus on-the-fly formatting of data, including the generation of HTML commands.

In the form of two products--CrossMedia for editorial and AdOnline for advertising--it provides a variety of functions for a newspaper to use in developing content for use on the Web. It handles on-the-fly, multiformat processing of editorial and advertising data. For LinoPress, this is relatively easy because its internal data structure is based upon SGML and it supports identification and tagging of components. Thus, creating HTML, which is a subset of SGML, is relatively easy.

Internet Solutions makes it possible to store a job only once and use it in any format--print, Web, etc. The use of internal tagging within LinoPress permits elements of articles to be tagged at the time of writing to identify them for

paper, online or both forms of publication.

Because the program works two ways, it can import Web data for incorporation in print or Web documents, and it can take any form of input and export it for publication on the Web. One of the obvious possible applications is the publishing of classified ads.

Internet Solutions is available immediately.

Deal for DigiCol. Linotype-Hell also announced a cooperative marketing agreement with Gannett Media Technologies for the use of GMTI's DigiCol multimedia management information system in conjunction with the LinoPress publishing system. This agreement follows the successful integration of the two products in Europe. DigiCol will provide digital archiving for LinoPress that uses database management and networking approaches similar to LinoPress's (see GMTI, p. 48).

### **Loki archives classifieds for reuse**

If it's true that nothing is as old as yesterday's news, what about yesterday's classified section? Or last year's? The Loki Group thinks it has found a way to make old classified ads a valuable resource for ongoing use. And it has developed a product with that in mind: a system for archiving and accessing published classified ads.

It was developed for the Portland (OR) Oregonian, which takes its published classifieds and moves them to a relational database built around Microsoft SQL Server with access by Windows clients. To date the Oregonian has stored about 800,000 ads from 300,000 customers. The capacity currently sits at 3 GB but can be expanded.

What can be so valuable about yesterday's classifieds? Some of the uses that have come into play already include these:

- Comparisons of current ad sales with similar periods in the past.
- Collecting demographic information about customers.
- Handling calls from customers about ads run in the past.
- Recalling ads to be published again, thus avoiding recomposing them.

Features. The system comes with customizable fields and user-analysis tools. As a sample of some of the kinds of things it provides, it converts typographic information into readable form, tracks each ad's history, reports customer credit information and displays a calendar of all the days an ad appeared. Accounts can be looked up by customer name or ad number, after which



there is a function to move to the next or previous ad from that customer.

The Oregonian paid \$50,000 for its system, which includes a 20-user license and customization of fields. So far, it appears to be happy with the decision, Loki says.

Ads on the Web. Loki also featured a means of putting classified ads on the Web, which is being developed for Ad-Star Publishing Technologies and is discussed elsewhere (see p. 32).

### **Managing Editor offers CLS 2.0, AdsUp**

Managing Editor divided its attention between the first formal showing of the beta version of its new Classified Layout System and a technology preview of a new ad tracking product called Roundhouse.

Version 2.0 of the Classified Layout System (CLS) had been previewed at the Seybold show in Boston in March, but at **Nexpo** the product was much farther along, having reached beta level. The key element is a rules-based placement engine that can be set up and maintained by the user. Our report on it will appear in a section on classified pagination in our next issue.

Roundhouse AdsUp. Another new product--this one being given an early preview--was Roundhouse AdsUp, Managing Editor's ad tracking system. It uses an NT SQL database and has Macintosh clients. It also allows for remote access via the Internet. The client software is designed for working compatibility with off-the-shelf applications such as Xpress and Creator.

The main window on the database gives a spreadsheet-like view of all relevant information. This window is customizable to provide the information pertinent for the user's job function.

The insertion window is used to plan insertions into sections, editions and publications in advance of the publication date.

The system also supports a search engine for finding data elements in the database.

The system checks jobs out and in to prevent multiple users from working on the same ad, and also allows "promises" to be defined for files that are known to be coming. It also alerts the user to files that are missing and creates a revision history to be used in ad tracking.

Access can be over a LAN or via the Internet. The Internet access allows

items to be checked in and out, and also supports special passwords and privileges for clients to access and approve read only proofs.

Roundhouse AdsUp will connect to Page Director ALS and CLS to permit constant updates on product status. The system on display was a very early demonstration of concept. Availability is not expected until 1997.

### **Miles 33 teams with ATS**

In its first appearance at **Nexpo**, Miles 33 of the UK showed its AdSearch system for building searchable ad databases on the Internet. It was demonstrated by ATS, which will sell it in the U.S. (see p. 35).

### **PPI moves ad system to NT, SQL**

Publishing Partners International (PPI) has established itself as a leading supplier of ad booking systems. Its client-server Advertising Management System (AMS), at its third **Nexpo**, is progressing like many other new ad systems on the market: NT, SQL, DEC Alpha, etc. Since last year, PPI's has expanded beyond Novell Btrieve to a full SQL database, showing the system on an NT platform (both PC and DEC Alpha hardware) running Microsoft SQL Server. The SQL version will offer greater functionality than the Btrieve version, but at present some of the functionality still has to be ported.

Another change from last year is in the client software. The client now runs under Windows 95 and supports Word as an editing and composition alternative to Ami Pro, which has been used up to now.

New map aids. PPI is using a database of maps and geographic information to add some interesting features to the system. The first one is aimed at increasing advertising by targeting geographic areas. The database contains location maps corresponding to the zip codes of advertisers. Maps showing the immediate region around the advertiser can be brought to the screen and used to build zoned advertising. The adtaker can point to areas on the map to add zones to an ad being booked. Sales prompts can be created to upsell advertising to additional zones.

A second new function, in an early stage, uses the map facility to canvass an area to sell ads. With the aid of the ProfitZone product, businesses in a specific area can be selected by code, sales volume or number of employees. These businesses can be approached directly as new prospects or their names can be transferred into the AMS database for inclusion with its Callback function. Callback not only builds a file of leads for sales reps, but also handles call notes resulting from sales calls. Data from the ProfitZone

database are updated quarterly on CD-ROM.

Pricing and marketing. Since last year the number of installations has grown to 20, with the largest encompassing 35 seats. The cost for a system is around \$35,000 for a software site license, plus around \$3,000 per workstation. Hardware is additional.

AMS is a well-produced package with excellent functionality. Unlike some other systems, it isn't designed for heavy customization in the manner the screens are set up, but the overall booking and cross-selling functionality is excellent. The pricing module is based on Excel, so customers can develop and maintain their own pricing routines. PPI provides good facilities for booking ads across titles. Scheduling can be done either by entering run dates on a calendar or by inputting specific dates.

Addressing the Web. PPI also showed its WebLink product for selecting ads, attaching a header and outputting them in a standard format. It allows newspapers to treat the Internet as just another publication, with pricing and scheduling handled in the same way as the print product. (See p. 36.)

### **Quark talks about QPS, not Xpress 4**

Quark reported installing QPS systems at more than 40 new sites in the past year, increasing by 40% the number of newspapers using it. New ones included The Sporting News (a Times Mirror publication, with a weekly circulation of 516,000), the Wilmington (DE) News Journal (Gannett, circ. 124,000) and the Evansville (IN) Courier (Scripps Howard, circ. 64,000).

Worldwide, QPS systems are in use at more than 350 sites, Quark said.

Quark also featured its Immedia software, to be released later this summer, which has been engineered to let publishers leverage Xpress skills as they branch out to multimedia and interactive design.

There was no news about when the next version of Xpress, which is expected to be called 4.0, will be introduced.

### **SCS relaunches GoodNews, adds AdMax**

It was a big show for Software Consulting Services, which exhibited several systems that were new in one way or another:

- Editorial--the relaunching of the Hyphen Editorial System as SCS GoodNews, considerably enhanced since the Hyphen days and in use at

one site in the U.S.

- Advertising--the first major showing of SCS/AdMax, combining classified ad entry, display ad entry and ad management since its first customer shipments in May.
- Classified pagination--the release version of SCS/ClassPag, which had been previewed a year ago and is now in regular customer use at two sites. We'll save our comments on this program for our next issue.
- Circulation--the formal release of SCS/Circulation, which provides a single customer database to enable a caller to address any issues with a single call.

The one area that wasn't demonstrated was the extensive work on the user interface for its line. SCS still uses a character-based interface, which was developed for use with low-cost, dumb terminals. SCS has been working on new interfaces for its entire line (except GoodNews, which already has a graphics interface), which should be ready by the end of the year, we were told.

GoodNews to the force. Although much better known for its Layout-8000 dummying software than for its editorial systems, Software Consulting Services has been a supplier of editorial systems for as long as many of its current competitors. So when the years started to show on its Edit 8000 system--acquired years earlier as the Logicon TPS 6000--SCS had two choices: rewrite the code so it conforms to modern expectations or find an alternative product. At about the same time, Hyphen was slipping into bankruptcy, which made its Hyphen Editorial System available.

Although the Hyphen system hadn't had a lot of success outside Italy--it was installed at 30 sites worldwide, but only one in the U.S.--it provided some advantages over systems built around Xpress. Among them was the use of one composition program for all users, including reporters, editors and page makeup personnel. It also offered some capabilities that Quark hasn't offered, such as the ability to set different gutter values on different sides of a text runaround.

SCS acquired marketing rights to the system from Tera, its developers, and incorporated it in its product Line as GoodNews. The target market is newspapers with circulations between 20,000 and 500,000--a much broader spectrum than most system suppliers attempt to reach with one system--- and configurations ranging from 22 to 300 terminals.

One difference between GoodNews and the earlier Hyphen Editorial System is the underlying database. It uses a unified SQL database instead of the combination flat file and Sybase data handling used in HES.

GoodNews is characterized by great flexibility, which enables each user--reporter, editor, layout designer, etc.--to set up the functionality differently. The system comprises a suite of modules, including Ted for text editing; Fred for page makeup; and software for production tracking and system management. These are portable modules that will run as Windows clients in any server environment that uses Sparcstations, Vaxes or PCs running NT. A simple scripting language configures each software module to match the needs of each user.

Editing and H&J. All modules are accessed by user log-on, which configures the various software modules, directory structures and user interfaces accordingly. A key feature of the word processor is its interactive justification mode in which stories are automatically H&J'ed as the user types, displaying all line breaks and hyphens. This mode is particularly useful in writing to fit the layout, since it provides nearly instantaneous feedback regarding how editing changes will affect copy depth.

The system also provides a WYSIWYG preview next to the text window.

Other notable features include support for hidden text, a table editor, H&J in multiple languages, the Houghton Mifflin spelling checker with user dictionaries, optional access to a command-line user interface as an alternative to the graphical one and support for more than 20 common graphics formats.

Fred for page layout. Page layout is handled by Fred, GoodNews's "frames editor." Stories pass from Ted to Fred in an electronic envelope that contains user-configurable details about the story. Depending on the newspaper's requirements, this could include information such as the suggested page placement, notes to request additional information or to hold a story, and details such as the story's length or date of publication. The newspaper can set this up during installation or change it later. Pagination is handled by Fred and Ted working in concert.

Frames or text boxes for pagination can be drawn on the screen or specified by their dimensions in a format palette. Because this is a dedicated newspaper application, the developers have built tremendous flexibility into the formatting so it is possible to have nearly any imaginable multicolumn story shapes.

Since Fred and Ted derive from a common code base, they are tightly integrated, ensuring that there is no possibility that H&J will differ between the two modules. The drawback is that it is not possible to edit stories on the WYSIWYG page. Stories are handled as embedded objects, so for editing

during page layout, Fred opens an editing screen or returns the user to the full Ted module. This sounds a bit cumbersome, but in use it seems to work well, especially since editing changes are reflected immediately on the screen in the page preview within either Fred or Ted.

Formats are treated as separate files and attached to page components, rather than embedded within page components. This makes it possible to put control over items such as headline formats in the hands of editors rather than reporters. Similarly, copyfitting can be tightly controlled to prevent the wrong person from writing a headline that wouldn't be consistent with a newspaper's style. In fact, it is possible to use the system's security feature to prevent a paginated story from being accessed by a reporter.

The dynamic relationship between Fred and Ted continues throughout the production process, but it is possible for an editor at deadline to prevent a story from getting passed back from a subeditor until it fits. The hidden notes feature can be useful in passing messages explaining these situations.

Administration. The part of the system that handles system management tasks and external input such as wire services is called Shelly. It is the only 32-bit system component in GoodNews and it requires NT. A management shell that controls the movement of files within the system, it relies on custom-designed search-and-retrieval technology that operates very quickly, with functionality geared toward the needs of newspaper print production.

Shelly's parameters can be configured to be quite rigid or extremely flexible, depending on users' needs. The module controls directory structures, search and retrieval of wire stories, plus database access. This is a powerful module and one that is mandatory for larger systems. At the Herald Tribune, Shelley manages approximately 24,000 wire-service dispatches daily, and the newspaper uses these as the basis of an average of 400 stories daily. Search and retrieval of wire stories can be configured to apply to any story part or to complete story content--just headers or body text, or both. It is also possible to search on the top few lines of a story.

Once stories are ready for the page, Shelley delivers them to Fred, instructed with either menu-driven commands or keystrokes. It is possible to assign complex scripts to individual keyboard combinations, so the macro options for making the user interface idiotproof are extensive.

Scripting. GoodNews incorporates a simple scripting language that a newspaper can use to make system changes after installation. It can be used throughout GoodNews to handle a broad range of functions. Any action can be built into a script and assigned to a keyboard command, including calling

dialog boxes and making the results of the operator's response happen automatically. Conditional expressions can be incorporated in scripts. (SCS says there are 300 commands that can be called by scripts.)

A script can modify a user interface, define a story or page format, control access to a database and so on. SCS reports that 100 scripts have been written and are being supplied with the system.

Other modules. GoodNews supports other modules, including Layout-8000 for creating ad dummies, an electronic mail program, all HTML generator for creating pages for the Web, an OPI server developed by Marlow Graphic Services in the UK for NT, and the Personal Librarian archiving system, which SCS has used with its earlier systems.

SCS/Track. SCS has developed a program for managing and monitoring the production of ads. It brings up, sizes and names new ads, using information from the booking system. It then routes ads from station to station as they proceed, presenting them to the appropriate users in order by deadline. When a user selects a job to work on, SCS/Track brings it up and stamps the location, date and time and updates the job status information. Logs for expired ads are archived to a history file.

SCS/Track supports bar codes for logging physical ad materials, standard report programs for printing or displaying reports based on status, identifies bottlenecks, provides production statistics and analyzes costs. Among the available reports are productivity by adtaker, volume by advertiser, corrected ads, unfinished ads, etc.

The system displays fists of ads with or without insertion orders.

SCS/Track runs on any PC, including remote units in the field.

AdMax. Like a number of other companies these days, SCS has combined classified and display ad entry within one program, although it uses different entry forms. Unlike some others, though, SCS has gone beyond classified and display advertising to interface to SCS/Circulation to provide a single database that enables callers to address all issues with a single call.

SCS also plans to support a contact management system, which it is now developing and which, it says, will be ready by the end of the year. Like other aspects of these systems, there will be no limit to the number of contacts it will support.

AdMax is a flexible, comprehensive system. For adtakers, it handles pricing of

multiple products; automatic addition of extra charges for color, logos, etc.; and ad placement requests for page dummyming.

For management, it accommodates different deadlines for different days. It documents who made changes and when they were made. It faxes ads back to customers for approval, including logos, pricing and the run schedule in the fax. It also tracks income from the moment an ad is entered and keeps detailed audit-trail information for all transactions.

Status. AdMax went through beta testing at two sites and has been in live production since May. As of the show, SCS expected to start upgrading its customer base of about 20 users soon. It will offer generous upgrade terms to try to get all customers on the new version.

### **Sysdeco tries to get on track**

After a difficult year of efforts to integrate its new product line, Sysdeco used the show to try to convince people that it has settled down and is ready to start claiming its place as one of the leaders of the industry. With the theme "Leadership through innovation," it launched a multiprong effort:

- It announced some key new sales that demonstrated that the market hasn't given up on it.
- It showed a product line that included a little bit of everything without appearing as the ragamuffin outfit it sometimes resembled in the past.
- It reported a shift in Company focus that puts this portion of its business in the forefront, where it probably should have been all along. With the change in focus came some personnel announcements that made similar good sense.

But in spite of those positive signs, convincing the industry that the worst is behind it remains problematic. The company has disclosed that its second quarter will be mired in red ink like the first one, and that the prospects for the rest of the year are uncertain. As CEO John Jamne puts it, he isn't making any predictions about when the company will be profitable. It has announced plans to receive additional funding, which should help stabilize the situation, but until profitability is reached, the industry will remain dubious.

For now, Sysdeco did what was probably the best thing it could have done.

Sales. Sysdeco has been selling publishing equipment since it made the acquisitions in 1995, but no announcements could have been timelier than the two made just before **Nexpo**: a \$15 million order for news and advertising systems from Ottaway Newspapers and the successful completion



of a \$9 million project to paginate the editorial sections of the New York Times. The three-year Ottaway order covers 21 sites and involves the Systeco Editorial System (based on DewarView) and the Enterprise advertising system (acquired from Sypress).

Sysdeco also distributed a "client list" claiming that "more than 700 publishers worldwide . . . look to Sysdeco's editorial, advertising and production tracking systems for prepress solutions." If that is the case, it means that very few Atex customer have abandoned the ship in spite of all the problems of the last few years--a situation we suspect is somewhat exaggerated. The claim was presented with a list of 380 newspaper customers that left us wondering about the identities of the other 320 customers (not to mention our curiosity about the newspapers on the list called merely "The Herald," "The Courier," "The Star," and so on).

It is important to note that, even among the 380 on the list, many have no intention of buying Sysdeco systems when they need to replace their current Atex products. Some, especially among those in Europe, are actively seeking a new supplier.

But it was an impressive list of newspapers, reminding us that there is still a large customer base worth serving. Sysdeco noted that some of the customers that had let their maintenance contracts lapse are starting to come back, although it didn't provide any details.

Product line. If the products on display at **Nexpo** are an indication of the products the company is counting on for the future, it is a streamlined, new-generation lineup. They included six items:

- The Sysdeco Editorial System, which combines complete DewarView workflow and pagination software with enhancements from Atex products and support for text-driven layout. Sysdeco said it recognized that the DewarView database needs to support more than a single table, and it is working on enhancements of that nature. The editorial system development lags about 6-9 months behind the advertising line, we were told.
- Enterprise, the advertising suite that includes Contact Manager, Space Reservation and Contract Management, plus a version for smaller installations.
- Catalynx, the catalog production software included in the Dewar acquisition.
- NetInk, a new tool for automating the production and maintenance of online catalogs.
- TrackPage, a system for tracking production of editorial and advertising

pages that has been undergoing testing at the New York Times and Boston Globe.

- Tools from the Sysdeco arsenal, including a toolkit for database modeling, a relational database and a report generator.

In addition, however, Sysdeco let it be known that it hasn't abandoned its large Atex customer base. EdPage remains a key product for layout-driven pagination, the Turbo-11 upgrade for J11 systems is doing well in the market, and the next phase will be to move from the J11 database to SQL.

People, Places and Events. Sysdeco gave a concept demonstration of a potential new product going by the code name People, Places and Events. It's a multimedia tool for storing information for use in producing newspapers, among other publications. It consists of a database that identifies people in photographs and places on maps. It also tracks information about objects, such as the copyright to a photo.

PPE, as it is called, contains two user interfaces--one for librarians and one for searches by users needing information. When a search is made, hits are identified by colors, such as individuals appearing in photos.

Assuming it becomes a product, PPE will have a tight link to the editorial and advertising systems. Sysdeco said it would take about six months to make it a product.

TrackPage. Much closer to being ready for the market is TrackPage, the production tracking software that is already tracking pages at the New York Times and the Boston Globe. Built using Sysdeco's Systemator tools, it is operating-system-independent. At the Globe, it is being used to track EdPage, Architect, Full-Page Output, Display Ad Services and Classified Pagination.

It uses colors to note status or content type, depending on what the operator requests at the time. It's possible to request a list of all pages that are nearing deadline, all pages that have errors, etc. Clicking on any displayed item then brings up additional information about that item.

TrackPage supports a system of deadlines for publications and pages, but not for elements on a page. Warnings are issued when deadlines approach.

Sysdeco's plans are to offer the product first with basic functionality and a graphical user interface. The next step will be to expand the architecture to enable it to track the Sysdeco Editorial System, Quark Xpress, etc. Sysdeco said it would publish the API to simplify offering support for other products.

Sysdeco said it should be easy to retrofit TrackPage onto systems in the field, a fact that should be apparent both by what is being tracked at the Globe and by the priorities Sysdeco has set up for itself. Its decision to start with the legacy systems may make it easier to retain its existing customers, but it won't help to attract new ones that are interested in DewarView, Enterprise, Xpress and similar new-generation products.

NetInk. Another new product in its first showing was NetInk, an Internet transaction and publication tool. The intention is to be able to use a content database to produce publications both in print and online. One example Sysdeco gave was catalog publishing, where its Catalynx software, developed by Dewar, already can produce paper documents but would be used also for producing catalogs either on the Internet or on CD-ROM.

NetInk will consist of facilities for handling such tasks as building templates to control the structure of online documents, building tables automatically, generating indexes, providing hyperlinks for a publisher to sell to an advertiser, and so on. It will use Open Market technology for handling transactions.

Availability and pricing are to be announced.

Organization. We already reported the organizational changes, so we'll only summarize them here. First, Sysdeco moved its headquarters to the U.S., where it would be better located to run the business and to make an initial public offering on the stock market. The IPO had been planned for this year but has been postponed until the company's finances are sounder.

Next, Sysdeco changed the core of its business focus from its development tools and other products that had been its bread and butter for years to its Media Group and the media products that it had acquired, starting with some of the earlier ND Comtec products and then adding the Sypress, Atex and Dewar lines. The company said the Media Group now accounts for 60% of its total business and is the fastest growing segment. About 40%--45% is in the U.S., Sysdeco reported.

Finally, Sysdeco announced the management team that will run the Media Group business from its Bedford, MA, headquarters. It is led by Johs. Jamne, who had been CEO of the Sysdeco Group in Norway and now will focus on the Media Group. Marlow Einelund is president. Clive Segal, the company's veteran of the Atex newspaper days, moves from the head of U.S. operations to become the worldwide operations head. Debra Ballinger is taking over the U.S. role.

## **SII: new tools from Tandem, Cybergraphic**

For System Integrators, the focus was divided between a new computer architecture from Tandem and the first opportunity to see how SII would present the Genera product range from Cyber-graphic, for which it has marketing rights in various parts of the world. The appointment of the company's new CEO, Frank Washington, wasn't announced until days after the show closed, so one of the preoccupations of the show was monitoring the latest rumors about who it would be.

Washington took over for Erika Williams, who left to take a similar post at Cincinnati Microwave. Washington earlier held a variety of positions in the media industry, including helping to run McClatchy Newspapers and serving in President Carter's Administration in a couple of communications roles.

Tandem offers ServerNet. The new architecture from Tandem, called ServerNet, is a chip-level technology that builds a highly intelligent router deep into the computer architecture. The effect is to optimize the computer to handle intelligently all forms of data with a significant reduction in the amount of compute cycles needed to process data. It essentially allows data to be routed through the computing system to the required location without generating specific compute cycles to handle specific moves.

This technology, under development by SII for some time, is covered by more than 50 patents, We were told. It is designed to jump ahead of current approaches, including symmetric multiprocessing, clusters of processors and massively parallel computing for the handling of all media types. In effect, it transfers computing from a store-and-forward approach to moving data to what is termed "wormhole routing," where a packet of data knows where it has to go before all the data have arrived.

ServerNet architecture supports Unix, NT and Tandem's Parallel Kernel operating systems. (Parallel Kernel is the new name for the full fault-tolerant operating system that is currently supplied through Guardian.) For the implementation of ServerNet, Tandem has alliances with Microsoft, Compaq, Ericsson and NEC.

In the future, ServerNet will be available to run SII's System/66, when it will be called System 77 and run under Parallel Kernel.

Genera. One of the more impressive products on display at the show, in our view, was the Genera line from Cybergraphic: CyberSell, CyberPage and CyberNews. SII has obtained exclusive marketing rights to this line in all areas outside Australia, North America and the UK. In the U.S. and the UK, it

shares distribution rights with Cybergraphic. As far as we know, the products sold by the two companies will be identical.

The system will run under NT using Pentium PC servers. SII sees Genera as fitting in below its System 66/77 line and providing some components for the SII Professional Services division. Many of the components of CyberSell are being used in the system being developed by this SII division for WAZ in Germany.

There are no plans to run Genera applications under ServerNet with Parallel Kernel, but in the future SII plans to run them using ServerNet with NT. The differences depend upon the importance to users of total fault tolerance and high-availability secure data.

MediaVu. Another product at its first **Nexpo** (it debuted at America East in March) was the MediaVu archiving system, for which SII has acquired distribution rights from its Scandinavian distributor, ICL. A modern multimedia archiving system developed in Finland, it is built around the BRS search engine and has Macintosh and Windows clients. It uses OGI scripts as middleware for developing HTML code for browsing via the Internet or corporate intranets. It supports Unix scripts on the server for automating tasks.

The Windows version currently runs only in 16-bit mode, but the plan is to bring it together with SII's 32-bit Windows applications during 1997.

In a newspaper environment, the base MediaVu product takes the IPTC headers from wire-service images and converts them into the MediaVu format. It also generates both a thumbnail and a screen-resolution preview file. It compresses the high-resolution image using JPEG.

The system also supports a Photoshop plug-in. All images can have additional information added to the header record by a librarian or other personnel. The system also serves as a full-text archive with all the tools that implies. It will also convert files to PDF to allow pages to be held in the archive. The largest user currently is the Helsinki Sanomat, Finland's largest newspaper, which has 120,000 images held in the system.

From our quick view, MediaVu looked like a state-of-the-art archiving system. It should compete with other key products, like Cascade's MediaSphere and Unisys's DocCenter, for the new world of multimedia archives.

### **Ultra readying new system**

For the past several years, we have seen the same composition system in the Ultra and ESE booths, with Ultra planning to use it to serve the Latin American market, among other areas, and ESE serving Europe and the U.S. They had been engaged in a cooperative development effort.

That arrangement has ended, though, and the two companies exhibited completely independent products. Ultra has been working on its system for four months and is within a couple of months of having it ready for the market, we were told.

It is fully ODBC compliant to enable migration to any database, Ultra said. Among the system's interesting features is continued support for XyWrite with its UltraEdit program--one of the few places we even heard mention of XyWrite at the show. UltraEdit also supports Word.

Ultra isn't as far along as ESE in its H&J sophistication. Where ESE is actually using Xpress H&J within its editing program, Ultra goes to Quark to get the page geometry, but then uses Word's H&J program to justify the text, which doesn't guarantee the same line endings or copy depth.

Other lines. Ultra also has branched out to handle other product lines, including the ExxtraSetter Virtual Drum imagesetter, the Juno Enterprises desktop drum scanner (not a Screen scanner, as we reported in our show preview) and even printing presses.

### **Unisys addresses Internet in U.S. debut**

We recently ran a detailed article on the Unisys systems--Hermes for editorial, WireCenter for wire services and DocCenter for archiving-- we will focus here on items that have changed since then (see Vol. 25, No. 9). They include enhancements to WireCenter and DocCenter and served developments for the Internet.

One new development is a common user interface for the WireCenter and DocCenter applications. In addition, WireCenter, which previously had been used mainly for handling newswires, is now handling full images as well. In the list window, images coming from the wire services are shown as thumbnails, and an indicator is set to show when a picture has been used. The image can be opened in high-resolution format and dragged into Photoshop for editing or into the Hermes editorial system. It can also be exported from Photoshop into Hermes via a plug-in.

The same facilities exist for images as for text to set up what Unisys refers to as TTY queries, which monitor all incoming images looking for certain criteria

and sort them into defined baskets.

WireCenter now supports three types of inputs: text, images and local reporter input, which can include remote input of text and images from reporters or photographers in the field. The same input and selection criteria as for wire-service data apply to reporter and photographer input.

DocCenter. Enhancements to DocCenter, which are not yet deliverable, make it a full multimedia archive, handling all data formats--text, images, pages, audio and video, with searching and management of each. Special searches can be set up and stored, and two thesauruses of searches can be used for every search field. Searches also can have relationships, such as different breeds of dogs in addition to the word dog. (A search for "dog" would find spaniel.) In the same way, abbreviations can be held in a thesaurus of terms, such as to bring up Guardia de Firenze when we searched for GDF.

New capabilities of DocCenter including holding and displaying pages using Acrobat; selecting images and exporting them to Hermes; and selecting and playing sound and video.

Internet access. Unisys showed Web browser access to Doc-Center--one benefit of using a standard search engine. It uses Basis-Plus as the Web browser interface, provided through BasisWeb as the retrieval engine.

Hermes was shown automatically generating Web pages, which is done through filters working with the database. Selection parameters are used to find articles, which then are automatically built up as HTML-format Web pages. This is made easy through the internal database structure.

The system also builds links to articles, images and printed pages stored as PDF files. This allows data in the Web page format to be viewed in PDF like printed newspaper pages.

Debut. For Unisys, **Nexpo** was important because it marked the North American introduction of what is currently one of the hottest European newspaper products for medium- and large-scale newspapers. Moreover, it is a "no compromises" system for performance in building pages and doesn't use Word for editing or Xpress for pagination.

From what we saw of the demonstrations and the reaction of both Unisys staff and newspapers we spoke to, Unisys was generating very serious attention. In Europe, the battle for large newspapers is now mainly between CCI and Unisys. CCI now has established itself in North America, so it will be interesting to see if North America follows Europe in making these systems

the leading applications for large newspapers. We are sure that Agile, ATS, Cybergraphic, Digital Technology Harris, and the old warhorses of SII and Sysdeco will have something to say about that, but from what we have observed, the Europeans are on a roll, and do know how to implement large-scale integrated newspaper production systems.

Deal with Microsoft. A key announcement for the future came in a joint marketing development agreement with Microsoft to port the Unisys publishing system to NT. According to the announcement, Unisys and Microsoft will work together worldwide to provide one of the first integrated solutions for NT designed specifically for newspapers.

Under the agreement, the two companies will work together to provide Unisys support for Windows 95 clients and NT servers. (We wonder if either company looked around very much at **Nexpo**, since we saw other companies well ahead of them in showing both editorial and advertising applications based solely on NT--e.g., Cybergraphic---or both Windows 95 and NT--e.g., ATS.

This appears to provide Unisys with an entry-level newspaper system, where currently Sybase on Sun servers can be expensive. It also will enable Unisys to offer a system for use in remote sites accessing a central system.

Finally, the deal will permit Unisys to compete newspapers moving to NT primarily out of preference.

### **Electronic Delivery of Ads for Print**

Although not the hottest topic at the show, digital distribution of advertising for publications (DDAP) for use in print media continues to evolve. Since the Internet has yet to support the bandwidth necessary to transmit large files, its use is currently limited.

Among the exhibitors were new faces for **Nexpo**, including ACI, the company founded by former Camex executives; Image-Gate, a networking and data transmission company; and Luminous, which featured the Adobe Virtual Network it took over from Adobe when it was split off in January.

Note that the other active area for the electronic transmission of ads -- offering classified ads on the Internet -- appears later.

### **Ad-Star supports Windows client, fax**

Ad-Star Publishing Technologies, which has been supplying systems for transmitting display and classified ads for about as long as anybody, says its installed systems now transmit more than one million ads annually, from



more than 1,500 advertiser sites to 62 participating newspapers. It offers two products: Ad-Star Telecommunications Processor, which runs on a PC at the newspaper site, and Ad-Star Remote, which has been running on Macintoshes and MS-DOS PCs at advertiser and ad agency locations.

New at **Nexpo** were support for Windows among remote clients, true H&J running in the client, enhanced ad management at the advertiser's site and the ability to accommodate ads sent by fax.

Windows clients and H&J. The Windows clients operating at advertisers' sites support multiple publications, which are selected through a new point-and-click user interface. Selecting a publication accesses the appropriate table for that publication, which includes an H&J program modeled after the one the paper actually uses.

Ad-Star says it can achieve results that are extremely close to what is obtained on each newspaper's system, regardless of what software the newspaper is running. For example, Ad-Star Remote uses the actual kerning tables of the host system; it can be programmed to base its interword spacing calculation on a minimum value or an optimum value, whichever the newspaper's system uses; and it contains controls over intercharacter spacing, such as to add or reduce spacing as part of the justification process.

The one area that is hard to duplicate is the hyphenation dictionary, which tends to change frequently as new words are added. So Ad-Star sets up its remote clients to transmit hard line endings so that any slight differences in the H&J results that do occur won't be a problem with the host system.

The H&J program in the client station runs either interactively, breaking lines as the operator types, or by command after the text has been entered.

Prior to offering this H&J software in the client, Ad-Star provided an H&J station at the newspaper. Ad copy was sent to the H&J station and the results were returned to the advertiser, which was unnecessarily time consuming and cumbersome.

It is possible to embed codes in the ad file that call for the insertion of logos, generate typographic formats, etc. The ad agency can use the same code system for all newspapers because the Ad-Star program converts them appropriately for each target system.

Fax handling. A new optional program for the client station, called the Fax Management System, receives ads by fax, automatically runs them through an OCR program, and displays the ad in two forms side by side: the image of

the ad and the OCR version. After running some tests, Ad-Star has settled on Xerox's TextBridge OCR software for this use.

Editorial functionality supported by the program includes rerunning a portion of text through OCR, cutting and pasting text blocks, searching and replacing character Strings, spelling checking and rotation of ads in 90 degrees increments.

The program also includes features for automatic processing of faxed ads, such as retrieving demographic information about the customer, verifying whether the ad can be filed automatically on the host system and faxing back an acknowledgment.

Pricing. System license fees are based on circulation, with the highest fees for papers with circulations above 400,000 and the lowest fees for those with circulations below 50,000.

As an example, a small paper would pay a \$25,000 license fee for the first year, plus \$500 per month for ongoing support, an implementation fee estimated at \$15,000-\$30,000 covering installation and customization, and about \$5,500 for hardware (\$8,700 for a redundant system). For the second through tenth years, the license fee would drop to \$500 per month.

On the high end, a 400,000-circulation newspaper would pay a first-year license fee of \$100,000 and support costs of \$2,500 per month, plus the installation and hardware costs. For its second year, the same paper would pay a license fee of \$1,500 per month and support charges of \$1,250 per month.

The Fax Management System pricing is additional, ranging from a first-year license fee of \$20,000 for small papers to \$80,000 for the largest ones. Monthly license fees for the second year on range from \$625 per month to \$1,375 per month.

Customers. Ad-Star has built an impressive list of participating newspapers. Its list of 52 in the U.S. includes the Washington Post, the Chicago Tribune, the Atlanta Constitution and Journal, the Cleveland (OH) Plain-Dealer, the New York Daily News and Post, the Los Angeles Times and Daily News, the Philadelphia Inquirer and Daily News, the Miami (FL) Herald, the Rocky Mountain News (Denver, CO) and the New Haven (CT) Register. It has ten in Europe, all in Belgium.

The list of advertisers includes more than 200 agencies, more than 400 real-estate advertisers and more than 300 direct advertisers. Many of each type

operate at multiple sites.

Classifieds on Web. Ad-Star also demonstrated a prototype of a program for putting classified ads on the Web (see coverage on p. 32).

Ad-Star Publishing Technologies, 250 West 57th St., Suite 932, New York, NY 10107; phone (212) 581-3322 or (800) 752-5187, fax (212) 581-8828.

Internet: [www.adstar.com](http://www.adstar.com)

### **ACI prints job tickets**

We first saw Advertising Communications International (ACI) at the Seybold show in Boston earlier this year (see The Seybold Special Report, Vol. 4, No. 10). ACI is the company founded by former Camex executive George White and colleagues. Its AdDirect system aids in transmitting ads in various formats (PDF, TIFF/IT, etc.) from an advertiser to a newspaper.

New at **Nexpo** was the ability to print an EDI job ticket. Previously, users could only E-mail it for viewing on the screen. The printed job ticket contains all mandatory data as well as any additional data specified by the user.

ACI has also made its software available for downloading from its Web site, making it easier for newspapers to distribute to their advertisers:

[www.addirect.com](http://www.addirect.com)

ACI believes that it is essential to capture the bulk of the local advertising market in order for its system to be successful. To foster this, it is providing a training class that newspapers can offer to their advertisers. The half-day course instructs advertisers on the installation of AdDirect, on why using PDF is a more efficient means of electronically delivering ads and on what menu selections in Xpress and PageMaker are required to generate a PDF with the appropriate compression settings.

Advertising Communications International, 5 Upland Rd., Cambridge, MA 02140; phone (617) 499-0880, fax (617) 499-0878. Internet:

[www.addirect.com](http://www.addirect.com)

### **ImageNet adds job tickets**

ImageNet, a division of Cornell Data Systems, has been providing high-speed networking and data transmission facilities for the graphic arts, printing and publishing industries since 1990. Its ImageGate is a point-to-point delivery system that allows electronic graphic files to be transmitted at speeds of 1 MB per minute via ISDN.

At the **Nexpo** show, ImageNet introduced another option for attaching an EDI job ticket to display ads for electronic transmission.

ImageNet's EDI software was developed following specifications of the Newspaper Association of America, Graphic Communications Association and DDAP Association to utilize a single standard format for insertion orders and production job tickets for magazine and newspaper publishing.

Its Constable system consists of multiple components:

- Server for conducting repetitive tasks.
- Mercury for creating EDI job tickets.
- Acquire for processing the EDI job ticket.
- AutoMover for file movement and management functions.
- What's This, an Acrobat extension for viewing EDI information in a PDF file.
- Proof It EDI, an Acrobat plug-in for generating a printed proof of an ad with job-ticket information on a single page.
- Find It, an Acrobat plug-in for archiving files.

These components are sold as separate software modules. Users need purchase only those modules essential to their needs. A transmission system isn't included, but ImageNet's ImageGate can be integrated with the Constable Server.

Constable Server. As its name implies, the Server acts as an electronic traffic cop, automatically directing files to maximize work-flow. Automated functions include:

- Conversion of PostScript files to PDF.
- Paper proofs and print output.
- Routing of job storage and retrieval in specified folders.
- Storage and file handling upon receipt.

Future plans for the Server include extensions to Acrobat and Xpress for creating and browsing job-ticket information; the addition of archiving and search functions to manage PDF files with the Acrobat search engine; and communication with reservation databases that alert a business system.

Constable Mercury. This software module allows you to attach an EDI job ticket to a display ad and send it to a designated publisher. It was designed to minimize the amount of input required of the advertiser. Popup menus feature user-defined default settings. The software alerts the operator if a required field hasn't been filled or has been filled incorrectly. As many as 500

publishers can be added to the send list.

An Autofill button automatically reads in information, such as purchase order numbers, control numbers, revision numbers and run dates, stored in the business computer database. Mercury reads in the original ad and generates a new file containing the file with an EDI job ticket. The combined file is then sent as an E-mail attachment.

Constable Acquire. Acquire receives the incoming digital ad, extracts the ad from the production instructions and places the ad in a designated folder. It can be set up to print the job ticket automatically upon receipt of an ad. Acquire also notifies the ad service and production units of the arrival of new ads.

Acquire updates the database with incoming ad information and can upload EDI information to the business database if supported. It also embeds the production information in PDF files for retrieval via the Acrobat EDI plug-in.

Constable AutoMover. AutoMover is scripting software (based on QuicKeys) that works with CE Software's QuickMail E-mail application. AutoMover watches incoming mail messages, opens them and stores the information, based on the type, into specified folders.

AutoMover unwraps incoming mail messages and notes the attached ads in a designated folder. Job tickets with ads are treated differently from messages without attached ads. AutoMover also notifies users that incoming digital ads are ready for processing.

Acrobat plug-ins. ImageNet has developed a series of plug-ins for Acrobat to help with workflow when dealing with PDF files.

The first one, called What's This, enables viewing EDI job-ticket information in a PDF file. It adds a button to the Acrobat toolbar that reveals job-ticket information when pressed.

Proof It EDI places full EDI information at the top of the page and a small version of the ad at the bottom of the page. This can then be output for proofing or filing.

Find It is used to archive files. It works with the Acrobat search function and allows you to search on any field in the EDI job ticket. ImageNet is also working on generating thumbnail views of files in the search results window.

Future. ImageNet is working on a desktop utility for dragging a file over the

application's icon and viewing its EDI information, without having to launch the file's native application.

In light of the increased use of the Internet, ImageNet is thinking about using Netscape to transmit job-ticket information for use where ads may have been delivered to the newspaper via regular mail. The reception system could theoretically be attached to a bar-code printer, which would output a bar-coded label. This then could be attached to the film that had been sent in from the advertiser to help with tracking and placement of ads.

**Hardware Requirements.** The software initially will be available for the Mac. Plans for developing versions for other platforms will depend on customer demand. The software runs on Macintoshes with 68000 and PowerPC CPUs and requires a minimum of 8 MB of RAM and AppleScript.

Pricing is as follows: Constable Mercury, \$995; Acquire, \$695; the EDI job-ticket software, \$125 per license; AutoMover, \$395; the Acrobat extension, \$99 per license; and ImageGate ISDN and 56 Gateway hardware and software, \$5,995.

ImageNet is considering OEM opportunities.

ImageNet, 40 Morristown Rd., Bernardsville, NJ 07924; phone (908) 7661200. E-mail: sales@cornelldata.com

### **Luminous AVN adds job ticket for ads**

At its first newspaper show since being spun off from Adobe, Luminous focused on newspaper applications. Its Adobe Virtual Network version 1.1 now provides an electronic job ticket for ad submission.

Luminous also announced plans to have by Seybold San Francisco an NT version of Color Central.

Luminous Corp., 316 Occidental Ave. South, Suite 200, Seattle, WA 981042874; phone (206) 689-6700, fax (206) 689-6701.

### **Mission Critical turns to Net**

Mission Critical's system for delivering ads electronically has a few new twists.

AdFast/Images is a new version of ad entry software that allows advertisers to transmit black-and-white images along with their ads. When an order is received by the AdCommand server, the ad and the graphic are separated and forwarded to the appropriate departments, i.e., the ad is sent to the

advertising system and the graphic is sent to the production operation.

A Toolkit for advertising front-end systems allows the user to customize AdFast for different market segments, such as real estate. A new Central Software Delivery feature allows newspapers to update advertisers' software via modem. The AdCommand server keeps track of what software version each advertiser is using, and, upon log-in, it prompts the user to download the updated software. The user can opt to delay the downloading and select a more convenient time to perform this operation.

AdFast.com. AdFast.com extends the PC system to any platform by using the Internet-based applications for ad entry. Using a forms-capable Web browser, an advertiser can fill in a job ticket online via pulldown menus. Images can be attached to ads.

Using CGI scripts, an ad enters the AdFast Web server and is forwarded to the AdCommand server. The system then sends the advertiser a note via the Web browser, indicating that the ad was received successfully or that there were errors. The ad tracking number is included. After the front-end advertising system processes the ad, AdInterface software sends the advertiser updated status information, including the final ad text, the ad depth in number of lines, the price and the ad number. This information is available via E-mail or fax. AdInterface software, which is integrated with two-way software on the classified system, can also send ads to a common directory or to assigned sales reps.

AdFast.com also comes with other CGI SCripts that allow newspapers to customize the look of the forms. This allows them to tailor the forms for specific advertiser categories.

Mission Critical plans to incorporate Java applets that will add functionality, such as generation of status and various other reports directly for access using the Web browser.

Mission Critical also plans to support display ads with its current AdFast and AdFast.com systems.

The AdFast.com server requires a 100-MHz Pentium PC, EISA bus architecture, 32 MB of RAM, a 1-GB hard disk, an Ethernet card, NT and Netscape server software.

Interealty deal. Mission Critical has signed an agreement with Interealty to integrate AdFast with Interealty's real-estate software. Interealty, which claims to be the leading multiple-listing service vendor in the country,

comprises PRC Realty Systems, Realtron and Real Estate Information Connection, which merged in 1995.

The system will allow real-estate agents to create, schedule and transmit real-estate ads, complete with property pictures, directly to newspapers. At the newspaper the ads will be routed automatically, priced and formatted for production. The new system also will provide realtors with ad management capabilities, including detailed records on the status of each ad placed with the newspaper.

The system will be shown first this summer prior to a general release in the fall.

### **Posting Classifieds on the Internet**

Without doubt one of the hottest new fields in the industry is online publishing of classified ads. New vendors and old ones are scurrying to get into the act. Some newspapers are merely posting their printed classified data on the Internet. Others want a way to offer something unique that sets them apart and perhaps gives them a firmer hold on the market. The basic idea is simple: create a database on the Web server that is fed by a newspaper's classified system and, using CGI scripts, output the information in a searchable form to the Internet. The vendors discussed here offered their own twists on this theme, creating stiff competition in this market.

The ultimate goal, presumably, is to provide a viable solution for newspapers to obtain revenues from their online activities. Taking information that is readily available from the newspaper -- information that is of vital interest to readers -- and reusing it should, ideally, provide a new revenue stream without requiring the investment of a lot of time or energy. The efforts so far are promising, although, as with many enterprises on the Internet, profitability hasn't kept pace with ingenuity. The degree of success this activity will achieve will depend on how certain factors play out.

### **Positive factors**

Delivering classified ads online has key advantages over ads in print that could be influential in making this form successful in the market.

**Cost.** The cost of publishing a newspaper online is very low compared with the cost of publishing in print. If the newspaper already has the database of ads, it costs comparatively little to make them available online, at least in the context of the cost of newsprint, ink and press time it takes to produce a printed newspaper.



Search facilities. Anyone who has ever pored over pages and pages of classified ads wondering where else to look for a desired item would be delighted to have search facilities that sort through the database and select all (and only) the relevant ads to present to the reader. Online ad services can offer sophisticated search capabilities that provide more accurate results.

Agents. Besides the convenience of good search facilities, online advertising makes it possible to employ agents to monitor a user's personal profile and inform that user via E-mail when new information matching the search criteria has entered the database. (A spouse or colleague might perform the same function with printed ads, but that practice could get tiresome quickly.)

Larger database. It would be impossible for a local newspaper to print classified ads for an area extending across a big state or the country. But online ads can easily reach far beyond those bounds to present readers with information relating to nearly any location. In some cases, such as searching for a house in a faraway place, online ads can do something that would be nearly impossible to do with printed ones.

Links to associated information. Although print advertising offers the option of adding display ads to present a more powerful force than simple liner ads, the reader may not see the display ads. They may appear on a different page or may be separated by many other ads. With online advertising, it is possible to have a link to a display ad -- or multiple ads and nearly unlimited volumes of different types of information -- immediately from the ad the reader is viewing. This makes an attractive addition for the advertiser.

### **Negative factors**

Those positive factors suggest that a newspaper's online classifieds can provide a useful service either instead of or in addition to its printed ads. But they ignore a few other issues that might tell us much about how online classifieds will fare over the long run.

How big is the audience? Even though the number of people using the Internet is increasing every day, the numbers are still relatively small when you think in terms of a newspaper's current circulation levels. It will take time for the online population to be large enough to make it worth an advertiser's while to pay for ads -- which is OK because, so far, most online classifieds are offered free to advertisers that pay for a print ad.

Other competition. The printed paper isn't the only alternative to online ads. Newspapers face other entrepreneurial operations selling space online, especially in the real-estate and automotive arenas. Even though the

newspaper may be the best outlet for these advertisers in the print world, there may be some better ones coming online. In some cases, advertisers have established relationships with other online products, which might cause them to stick with their familiar relationships and not switch to newspapers, although the argument may work also in reverse.

To combat this, the solutions we saw at **Nexpo** offer added perks -- sophisticated searches, virtual agents, etc. -- that might be compelling enough to attract these advertisers to the newspaper. These additional features could be made available as an optional service, allowing newspapers to draw additional revenues.

Internet access. Some programs for selling online classifieds involve making advertisers upload information themselves. This sounds like a great idea, but many businesses don't yet have Internet access, so offering a service like this has little appeal.

### **To the victor . . .**

We don't know how this issue will resolve itself. The newspapers have a battle dealing with the likes of CNN and TV news programs. However, they have an established classified ad sales program and a proven base of readers. The winning cards for this game may already be in their hand.

### **Exhibits**

Among the following companies, some exhibited not only at the **Nexpo** show, but also at the accompanying Connections show.

#### **AdOne serves 206 newspapers**

Newspapers in the process of getting an online news-oriented product up might consider AdOne Classified Network's services for extending print classifieds into the online arena. The company lists a total of 206 newspapers as clients, generating \$250,000 in incremental, annual revenue for the most successful of its customers. AdOne offers a turnkey service to take a newspaper's classifieds online.

Online ads cost \$5-\$9 beyond the regular print price, with little print classified erosion, according to the company.

In addition to technical resources, AdOne offers sales training to classified ad salespeople and a marketing plan for promoting the online classified advertising capability.

**Ad-Star, Loki put ads on Web**

Ad-Star Publishing Technologies demonstrated a prototype of a product for putting classified ads on the Web. Developed for Ad-Star by the Loki Group, it takes ads in a variety of formats, such as ASCII or Autologic's ICL, parses them to convert traditional classified abbreviations to conventional English, and stores them in an SQL database. It supports setting up synonyms for terms to be treated similarly in searching.

Search procedures are attractively implemented. The operator selects the classification and is prompted about refining the search. For example, for real-estate ads, options appear for specifying the number of bedrooms, baths and so on.

Hits will be displayed initially in brief form, similar to a directory in a newsroom editorial system. Then the operator can select one or more from the entire list and request the full text of the ad.

Part of the plan is to sell links from ads back to the advertiser's home page. Also planned for the future is the ability to handle display ads. It will parse them to produce searchable text.

Ad-Star is using the working prototype to find a few initial customers. It says the program will interface to most front-end classified systems.

**ClassiFacts gathers ads from 50 papers**

ClassiFacts gathers Sunday classified find display ads for employment, real estate and automobiles from 50 newspapers. Ads not available in electronic form are scanned. Royalties are paid to the contributing newspapers while ClassiFacts charges individual job seekers, house seekers, and automobile brokers or dealers a fee of \$12.50 per week to receive a customized, printed listing of jobs, houses, or cars and motorcycles of interest to them.

The firm has an 800 number for job counseling and it interviews clients carefully to determine exactly what search criteria are needed to generate the list of employment opportunities. As a result of this established business, ClassiFacts is in an ideal position to offer its newspaper ad contributing clients HTML conversion services and hosting services for going online to a wider audience. This service is called WebClass. ClassiFacts' first WebClass customer, The Santa Rosa (CA) Press Democrat, went live on June 8.

**Edgil features WebCentral**

Edgil's WebCentral (see Vol. 25, No. 14) consists of three components:

- AdParse extracts data from a classified system and creates an ASCII file. It can also convert system-specific verbiage, such as 4/3/2, to common language, such as four bedrooms, three baths, etc. AdParse is streamlined for Web output, but it also can generate listings in interactive TV format.
- WebOptimize reads data produced by AdParse and populates the Sybase database.
- The Edgil Access Processor (EAP) provides application programs with access to the classified ad information in the WebOptimize database. Query and result information is transferred between application programs to the EAP using a set of ASCII messages. Edgil defines an "application" as a series of programs that are launched when an HTML-encoded document that contains a link to the application program is received from the user's browser. Edgil is currently offering three prepackaged applications: automotive, real estate and employment.

Herald launch. On July 1, the Boston Herald launched its JobFind employment listings on the Internet using AdParse. At the site, users are able to search and respond to ads online. The system allows the user to create a resume for each type of job listing being applied for. It is possible also to attach a cover letter. The system supports blind resumes to protect personal information. The resume is then associated with the specific ad the user is responding to.

Companies will be able to view online resumes and place ads online. They can choose to receive responses via E-mail or fax.

Before ads that have been entered online become available for searching, Herald employees intercept the ads to review and proof them using the Web browser. Employees can also view information about the advertiser, such as whether or not its account is in good standing.

Edgil also supplies its technology to Mission Critical for use in its AdFast.com service (see elsewhere in this Report).

### **IBM teams with Electric Classifieds**

IBM is interested in positioning itself as the be-all-and-end-all solution for newspapers getting online. It plans to provide end-to-end solutions that not only incorporate the latest technology but also foster a community-oriented focus to attract more online readers.

IBM has cooperated with two companies, KOZ and Electric Classifieds, to accomplish this goal. KOZ, which involves putting content on the Net, is covered elsewhere. Electric Classifieds, which involves putting class ads

online, is covered here.

Electric Classifieds, Inc. (ECI), is building on the success of its highly regarded Match.com online personals and matchmaking service to extend its technology to all types of classified advertising. Its Global Online Classifieds dynamically generates pages based on content stored in an Oracle database. Since ECI is providing "middleware," it can combine information from a newspaper's front-end system with information that is added to the database via online forms. ECI will also use Informix and Illustra databases when other types of media need to be stored.

ECI supplies a series of templates for each function offered -for browsing, searching, placing ads and using virtual agents. Newspapers can customize the look and feel of the display and even brand sites with their own logos.

Links. The goal is not only to supply newspapers with a method for dumping their current classified database online, but to provide additional relevant information that will keep readers at the site. For example, automobile listings could provide links to automobile reviews or blue-book price lists -- information people looking for a car would want, but ordinarily would have to search elsewhere on the Internet to find themselves. ECI provides a way to link all this information so the user doesn't have to stray from the site.

Like Zip2, with its Yellow Pages system (see p. 42), ECI has linked its system to geographical information, allowing users to search for items within a specified radius of their current location. ECI provides turn-by-turn directions and dynamically generated maps.

Also like Zip2, ECI provides opportunities for upselling -attaching photos, video, sound or additional information for specific advertisers. ECI's system is designed to enable online publishers to extend the relationship they have with their business and classified advertisers and to develop and exploit new sources and innovative ways to generate advertising and transaction revenues.

Placing ads. ECI's system allows advertisers to place ads using an online form. Advertisers can attach multimedia elements and preview their online ads. After ads are submitted, the server forwards the information to the front-end system and generates an HTML page with the cost of the ad.

For automobile ads, ECI has added a feature that lets online advertisers review the blue-book prices for the current, previous and following year with original, retail and wholesale prices for the make and model of their car. Working with KOZ and IBM, ECI can also link to community-supplied

information. For example, when searching for a home, users could also access access information about a specific neighborhood, such as schools or churches in the area.

User features. On the user side, searches for information can be based on keywords or fielded data. ECI's system tracks each user's sessions and generates banner ads based on an individual's profile. This provides direct targeting of ads to a more accurate selection of potential customers.

For its Match.com service, ECI plans to add higher levels of interactivity including individual and group chat rooms, audio support with ads and possibly avatars.

Electric Classifieds, 340 Brannan St., Suite 203, San Francisco, CA 94107; phone (415) 284-5300, fax (415) 284-5315. Internet: [info@eci.net](mailto:info@eci.net) or [www.eci.net/info/index.html](http://www.eci.net/info/index.html)

### **InfiNet offers more than Internet access**

InfiNet has positioned itself as a key player in the online newspaper market, offering three levels of services to newspapers:

- Access affiliates, which supplies a POP (post office protocol) at the newspaper for offering Internet access to its subscribers.
- Publishing affiliates, which helps in putting a newspaper's content online and in providing the tools and training to keep the information updated.
- Product customers, which allows customers to choose from several products offered by InfiNet without becoming an affiliate.

InfiNet initially restricted its affiliations to daily newspapers with circulations above 50,000. But its new structure also affords smaller newspapers its expertise. It currently has 48 live affiliates, with 32 more in the works.

InfiNet offers several products aimed at helping newspapers acquire revenues online.

ReWeb. ReWeb, developed in conjunction with the Virginian Pilot of Norfolk, VA, pulls information directly to the Web from the newspaper's classified system or from a multiple-listing real-estate database. Search facilities are provided online and include up to five photos of a property and E-mail to a company or an agent. Searches can be broken down into neighborhoods. Search results are categorized to zones on a map. Web page forms allow advertisers to update listings online.

**AutoOnline.** AutoOnline allows newspapers to attract local dealerships and establish Internet promotions. Dealer inventory can be uploaded daily. Users can search for a used car by make, model, year or price. An E-mail notifier allows users to register a standing request and be notified when a match enters the system. Utilities for calculating monthly payments and purchase prices are also included. Links to relevant information, newsgroups and a bulletin-board forum provide users with added resources to obtain automobile information.

The system also allows newspapers to rotate among banner ads each time a user accesses the Search and New Cars pages.

**Classifieds Online.** Classifieds Online allows newspapers to upload their classified liner ads from front-end systems to the Web. A custom data filter parses the data into main and subclassification headings for easier searching. Newspapers can optionally enable advertisers to insert new ads into the database. Online commerce capabilities can be added to accept payments for ads.

**Personal Press.** Personal Press, expected this fall, allows users to select subjects of interest from the news, finance, weather and fun sections. Customized news is combined with a newspaper's local news to provide a personalized edition. The Verity search engine allows users to search for content.

**Talker.** Talker allows newspapers to set up chat rooms based on niche interest groups. Users can create private rooms and send private messages to each other.

**Coliseum.** Coliseum gives newspapers the ability to host live online talk shows. Questions from Web users are submitted to moderators who can select and edit the questions before sending them to the guest speaker. The questions and replies are then made viewable to online users. Administrative functions allow limits on the number of participants or make the area accessible to members only.

**Archives Online.** Archives Online provides access to a newspaper's archived text stories. Users can search by year or by keyword. The system can generate a fee based on articles the user wants to download. InfiNet will verify information, capture billing data and charge the user's credit card for each article retrieved. A password-protected Web page allows users to check their balances. The system, designed to work with the VuText Save system, can also provide a filter to convert and transmit files from other systems.

Employment. InfiNet is working on an employment module that will be fed by a newspaper's job classifieds. It will be available in 4-6 weeks.

### **MPI shows online auto classifieds**

Along with its GuideLines product (see p. 41), Management Process Integrators (MPI) unveiled a prototype service for automobile ads. Here users place ads online and input credit-card information to pay for them. MPI says its system could also be used for general ad entry for both print and Web ads. Ads could be tied into the pagination system of the paper to H&J the ad and supply pricing via the Web browser.

MPI has an alliance with Illustra Information Technologies to use the Illustra database as part of its system; however, as a system integrator, MPI works with all major database providers.

Illustra, which played a key role in the 24 Hours in Cyberspace project (see The Seybold Report on Desktop Publishing, Vol. 10, No. 6), uses a hybrid object and relational engine that employs relational tables but has built-in support for hierarchical object structures. Among its special features are data blades -- object libraries that provide views into the database.

One such blade is the Web DataBlade, a tool that allows a Web browser to see into the Illustra database. This feature allows the system to construct HTML pages on the fly, based on the results of a database query.

The system supports online ad entry, allowing users to enter data via a form and have the information updated in the database and available for searching. For example, it can provide all of an automobile's features and corresponding information.

MPI's system can also tap into geographical information and generate maps on the Web so users can find local advertisers. (Other companies using this include Zip2, Quest Network and ECI. See write-ups elsewhere for details.)

As we stated in the introduction, some classified systems provide upselling possibilities for newspapers; MPI's is one of them. In the automobile demonstration, for example, newspapers upsold access to information regarding the current resale price of a car before the user placed an ad. Similarly, users could view how others may have priced the same car. Optionally, users could choose to include a stock photo or supply a photo for an additional charge. The system can also generate an online proof for the print and Web versions so users can see their ads and approve them before submitting final ad requests.



MPI has formed strategic alliances with Illustra, Oracle, New Media Alliance, Managing Editor, Optronics, WillowSix and Silicon Graphics.

Management Process Integrators, 7345 East Acoma Dr., Suite 305, Scottsdale, AZ 85260; phone (602) 596-9356, fax (602) 596-9357. Internet: [www.mpiinc.com](http://www.mpiinc.com)

### **MicroVoice, InterStep offer personals**

Long established as a provider of audiotext services, MicroVoice is moving into the online arena with the help of a new company called InterStep. They are offering Internet personals and other classifieds.

About a year ago, MicroVoice started providing online personals for about 30 of its newspaper clients. The software for doing this was developed by InterStep. Now InterStep has updated the personals system with the following changes:

- In addition to personals, InterStep and MicroVoice now offer a method of making all of a newspaper's classified ads searchable and accessible by the Web, E-mail and audiotext.
- InterStep's hybrid relational, full-text database software interfaces a newspaper's audiotext or classified system with the Web server. The program, running under Unix, supports hierarchical and keyword searching. MicroVoice provides the parsing technology to move audiotext as well as classified-system information into the field-delimited database. The system places relevant words into the structured fields and permits any remaining words to be searched via keyword. All of the text in the database is searchable by keywords, even the words or phrases used to create the field-delimited information.

Host setup. Newspapers have two purchasing options. If the paper has its own servers and wants to host its own classified sections, it can purchase the software. Or MicroVoice can provide the hosting service.

In a hosting situation, MicroVoice uploads information from the newspaper to its server on a daily basis. The newspaper retains control of the actual look of the pages, even though the primary database information is stored on MicroVoice's server. By taking on the task of converting the data and placing them on the Web, MicroVoice eliminates the need for newspapers to learn new software or invest time in managing their sites. The system remains transparent and does not alter the newspaper's current workflow.

How it works. For the personals product, users select icons representing their interests from a library of images. Icons are displayed with ads to make them more graphically appealing and to highlight a particular interest, such as biking. In the future, classified advertisers will be able to add information that is not found in the printed version of the ad and to add links to their own home pages. In both products -- the ones for general classified ads and personals -- an online ad placement will first go into the paper's internal classified database or a processing center so it can be reviewed. Then the ad is put in the newspaper's column and in the Web, E-mail and audiotext systems.

For both the personals and classifieds, users can browse through all ads or search for items based on specific criteria. Before conducting a search, the system automatically displays the current total number of ads in each category next to each category name -- unusual for online databases. This allows the user to avoid searching in categories that contain no ads.

For general classifieds, MicroVoice can create a map divided into regions to enable a more graphical approach to searching. For personals, users can search for ads locally or nationally. The ad count for each day is displayed automatically. Newspapers can opt not to provide access to national ads.

Advertisers can place ads while online.

InterStep's system includes Etrieve, its virtual-agent technology, which can forward updated database information directly to a user's E-mail address. The user simply identifies the type of information of interest, such as an ideal mate's age, and the system forwards updated listings as they become available to the database. In the classified product, Etrieve can be set up for each section. Currently, Etrieve is provided free of charge, but soon readers will have to purchase "stamps" to send a message. MicroVoice Internet Classifieds reside on a secure server to allow newspapers to charge for certain functions.

Users can respond to ads by replying to a blind E-mail address to protect the advertiser's anonymity. The personals system can also be set up to allow users to call a 900 number to respond to ads.

Another handy feature of both systems is the ability to save searches. Saved ads remain available each time the user logs on.

For display ads, online advertisers can input HTML tags to enliven their ads. The system also allows advertisers to view the number of times their ad was displayed. Statistics and demographic information is also available to

advertisers.

For its personals product, MicroVoice plans to add audio online by the end of the summer. The Los Angeles Times is currently using MicroVoice's PersonalsPage system for its DateLine service. You can try it out at:

[www.personalspage.com](http://www.personalspage.com)

InterStep, 160 Second St., Cambridge, MA 02142; phone (617) 576-3377, fax (617) 576-1199. Internet: [vwww.interstep.com](http://vwww.interstep.com) or [info@interstep.com](mailto:info@interstep.com)

MicroVoice Applications, 100 South Fifth St., Minneapolis, MN 55402; phone (612) 373-9300, fax (612) 373-9779. Internet: [www.mva.com](http://www.mva.com) or [sales@mva.com](mailto:sales@mva.com)

### **Miles 33 teams with ATS**

Miles 33 of the UK has developed a system called AdSearch that extracts advertising from existing databases and automatically builds searchable ad databases on the Internet. It uses Verity's Topic search engine and Netscape's Navigator browser as the user interface.

The system, which already has been installed in the UK, was making its debut in the U.S. in the ATS booth. ATS has the U.S. sales rights.

The system can be used with both display and classified ads. For handling display ads, Miles has developed a Quark Xtension called Power Collector that breaks a display ad down into multiple individual items that are linked back to the main ad. These individual items can then be treated in certain ways during a search operation.

AdSearch provides a means of automatically building a sophisticated searchable ad database without any extra work at the time the ads are booked. After the database has been built, it can be searched from the Internet browser. A search form is displayed and filled in, the search takes place using the Verity engine and a list of hits is then shown. In the case of display ads that are broken into smaller items, any hit that is part of a larger display ad is shown with a link. Clicking on the link brings up the full display ad through Adobe Amber as a PDF file.

It is possible also to link a display ad to another area on the Web where the advertiser could place another ad at extra cost.

One UK customer is using AdSearch with car ads selected from three different newspapers. Through a Topic capability, the customer matches a variety of

different characteristics to a single search item. For example, in the case of colors, every version of red that can occur in a car can be referenced in a search just by red.

Another user in the UK is using AdSearch on a dial-up inquiry basis to generate a fax back with the search results.

Miles and ATS said they are cooperating on some other future developments.

### **MPID, PPI offer WebLink**

Sometimes, you just have to do things yourself. When Montgomery Publishing, producers of 16 community newspapers, four specialty publications and two magazines, wanted to move its classifieds online, the company decided to create its own Internet product. Now Montgomery Publishing is working with Publishing Partners International (PPI) to make that product, called WebLink, available to others.

WebLink, which works with virtually any front-end system, takes a stored database of ads and pulls it into a database on the Web server. The system employs Boolean searching and supports case sensitivity and keyword matching. Users optionally can set the number of spelling errors allowed (none, one or two) and the maximum number of hits (500 to 1,000).

In its current implementation ([www.philanet.com](http://www.philanet.com)), all classified ads are combined into a single database. When a user performs a search (depending on the search criteria chosen), the results may include a variety of ads from different categories. For example, when we were looking for houses for sale, we used "for sale" in our search argument and retrieved not only real-estate ads but also car ads, since the database included cars with the "for" and "sale" descriptions. Scrolling through lists of ads that are unrelated to what is really wanted could be frustrating.

Montgomery Publishing Internet Division (MPID), which is overseeing the development of the product, is currently working on improvements, including the ability to submit ads online and the provision of online billing.

For status reports and tracking information for banner ads, unlike many of its competitors, MPD doesn't use a flashy Netscape interface, which allows users to access information online from Web browsers. Instead, MPID tracks usage, etc., through its Linux system, providing information to the advertiser when requested.

MPID is positioning itself as an integrator for its product; it also offers hosting

services.

Montgomery Publishing Internet Division, 290 Commerce Dr., Fort Washington, PA 19034; phone (215) 542-0200, fax (215) 643-0166.  
Internet: [www.philanet.com](http://www.philanet.com)

### **Quest hosts ad database**

Quest Network, a newcomer to **Nexpo**, has its own system for posting classified information online. As a service, Quest allows newspapers to submit their classified information via E-mail. Quest takes the attached text file and filters it into a field-delimited SQL database running on an NT server. The database supports both field and free-text searches.

No online ad entry is supported, but Quest can supply a link to information regarding the newspaper's ad submission procedures and rates.

Like Zip2, ECI and MPI, Quest has hooked its database to GIS (geographical information systems) postal-code information. This allows Quest's system to perform searches based on the number of miles an advertiser is from the user's location. Users can then search within a certain radius of their homes or other location by inputting their zip code. Since Quest hosts classified information from newspapers across the country, users can also search the nationwide database for classified information.

Newspapers using the service simply add a link to Quest's home page. Ads retrieved from the system include links back to the newspaper that supplied the ad. So, if you entered the system via the Milwaukee Journal, you could end up in Wisconsin if you click on an ad supplied from a newspaper in that area.

Ads are displayed in either frame- or table-based versions, depending on the browser used. (We'd like to note that Quest was one of the few companies demonstrating its wares on Microsoft's Internet Explorer. It appears that Netscape still holds the majority.) Listings are divided into nine categories: announcements, employment, farm, merchandise, personals, real estate, recreation, services and transportation. Each category is then divided into subcategories (180 in all).

Like the MicroVoice system, Quest shows the number of ads in each category before a search is performed; however, it doesn't provide this breakdown for subcategories.

Users can search on riddled information or use up to three keywords. Search

results are displayed starting from the listing closest to the user's location. Images are displayed with the results if supplied by the newspaper. (Newspapers can supply images to Quest via E-mail as long as they are referenced in the tab-delimited ASCII file exported from the classified system. Quest noted that one of its clients uses 2,000 photos per week and submits them once a week on an Iomega Zip drive.)

Quest also provides mapping capabilities. It uses GeoSystems' Mapplet Java-based program and Interactive Atlas to generate maps from your location to a destination. In the Java version, points of interest are identified by moving the mouse over the icons. The latitude and longitude change dynamically based on the position of the mouse. Zooming and panning are also supported. Both mapping applications allow users to save maps and settings. GeoSystems also provides an ActiveX-based version of its map-generating software optimized for use under Windows. Either Microsoft Internet Explorer or a Netscape ActiveX plug-in is required to view the maps.

The Edit tool allows a user to add comments for a particular location on the map and create personal icons. The Options tool allows users to optimize the way maps are displayed. Options include changing the map's display size; changing color to black and white; showing thumbnail-size maps; and including user-specified points of interest, such as restaurants. Map details can be specified to include such items as railroads and streams.

TripQuest, which is yet another extension of GeoSystems' technology, provides turn-by-turn driving directions from point to point from its database of more than 150,000 towns and cities in the continental U.S., Canada and Mexico.

Unlike Zip2's system, where a type of business can be searched, on MapQuest the user needs to know either the business name or the address to locate it. Searches can be by city, state or zip code, and the system will generate a map of the area. Zooming in on an area will disclose the five closest points of interest.

For those without a computer, Quest also supplies a free 800 service (800-FREE LIS[T]) that allows users to call in and request a search over the phone. Quest operators perform the search online and then mail or fax the results to the user.

More than 100 newspapers currently use the system. Quest charges \$.50 per ad per week, which includes the 800 service and operators. Images cost \$.50 extra per week. The database currently holds more than 34,000 ads from 37 states. Information is updated twice a day, at 2 a.m. and 4 p.m. Quest also

offers Web hosting services.

Quest Network; phone (715) 258-9990. Internet: [www.adquest.com](http://www.adquest.com)

### **Virtual Resources expands offerings**

Exhibiting in the CText booth, Virtual Resources gave us a tour of its updated CareerSite.com service for matching job seekers and employers. The company also announced plans to extend its technology to other forms of classifieds, developing partnerships for newspapers to upsell local advertising, while providing access to a nationwide database of information.

Virtual Resources employs a SmartMatching technology that takes a user's requests and matches them to available information in the database. This increases the accuracy of search results. The system uses two databases: an SQL database to track usage and statistics and a proprietary database that uses vector math to identify content. According to the company, this format provides faster searching of multiple concepts.

In Vol. 25, No. 12, we covered the Virtual Resources and CText strategy for using the system. Virtual Resources, 310 Miller Ave., Ann Arbor, MI 48103; phone (313) 2139500, fax (313) 213-9011. Internet: [www.careersite.com](http://www.careersite.com) or [info@careersite.com](mailto:info@careersite.com)

### **Tools for Publishing on the Internet**

Online publishing may not have been the hot topic it was last year, but it has by no means disappeared. Most system suppliers are finding ways to help customers make their news available on the Internet. For example, check our coverage of companies like CCI, Linotype-Hell and Sysdeco (in our section on editorial and advertising systems) for brief accounts of their projects.

The products we discuss here deal more with publishing functions than with strictly editorial or advertising information. (Online classifieds are discussed in a section of their own.) For example, IBM displayed KOZ tools for working with data from outside sources and Cryptolope, which is a content delivery method for Internet information purchases. Pantheon supplies Builder, a tool for converting articles to HTML, automatically creating hot links to other sites based on user-defined parameters.

Additional coverage of Zip2, MPI, New Horizons, Future-Tense and HexMac will appear in an upcoming issue of our sister publication, The Seybold Report on Desktop Publishing, which now focuses primarily on publishing on the Internet.

**American Color gets online**

American Color announced the launch of its Digisite hosting service for businesses wanting to get online. For \$350 a month, customers get 30 MB of server space, a dedicated domain, an FTP server, 50 E-mail boxes and the use of encryption technology to protect sensitive material. American Color also provides basic site development at \$50 per hour.

American Color has also signed an agreement with Management Process Integrators to resell its online ad system (see MPI below for more details).

**E&P sets up 'definitive source'**

Editor and Publisher is now providing online services for its members. E&P sees its Members Network as the definitive source for journalists and others interested in the newspaper publishing industry.

E&P is using Personal Library Software's search engine, which has been adapted by the Internet Co. and called NewsSpace. The site also features PLS's Personal Agent technology, which lets members monitor the Web services of several publishers in the industry and filter the streams of incoming data from Internet newsgroups and listservs. The system also supports an ad placement scheme that displays banner ads based on certain search terms or categories.

Members can access E&P's archives back to 1988. There is also a forum for online discussions. At its site, E&P also provides information about placing ads in its print version, demographics and a mission statement. The site's sponsors include AccuWeather, NetCom and AdOne Classifieds.

E&P is planning to place its classifieds online by the fall.

E&P still provides the most complete index of all newspapers currently online, of which there are now 1,164.

[www.mediainfo.com](http://www.mediainfo.com)

**FutureTense Texture almost ready**

The belle of the ball at the Seybold show in Boston, FutureTense's Texture is almost ready for prime time, but along the way it has attracted quite a lot of attention.

Gearing up for its official July release, FutureTense has been busy refining features and adding new functionality at the request of beta users.



FutureTense has incorporated better multipage management. One complaint from users was that it was difficult to determine how many pages you had set up in a project. FutureTense has also added project folders that help users to group items and keep track of all elements and pages in a project.

### **HexMac extends HexWeb**

Although HexMac was not demonstrating anything new in Managing Editor's booth, it does have quite a bit of news to report.

The latest version of HexMac's Web publishing database is sporting several new features, including Bitstream's TrueDoc technology to allow HexBase to produce dynamic HTML with real fonts. HexMac hopes to demo this feature at the Seybold San Francisco show. Support for FutureTense Texture, the Java-based Web publishing system, has also been added. HexMac is working on a module that will convert Xpress pages to FutureTense Texture format.

HexMac has also added a direct connection to the Ad Layout System from Managing Editor, its U.S. distributor. Now newspapers using this system can easily publish their classified ads to the Net. Other new features include handling multiple domains in one database, automatic uploading of data and converting of images into the database.

HexWeb XT 2.0 features a new toolset called the Special Object Library (SOL). Using SOL, users can add a variety of elements, such as Shockwave animations, QuickTime movies, Java applets, tables, forms and special HTML tags, to HTML pages from a palette within Quark Xpress.

HexMac has integrated Web accounting and administration with its Web publishing database, called HexBase. The resulting product, TeleCharge, enables content providers to charge users for Web services. Future plans for HexMac include Java-based applications, such as HexChat, an online chat product.

### **IBM works with KOZ**

KOZ, recently founded by former Nando.net publisher Frank Daniels III, demonstrated two applications at the show: one for browsing and editing wire stories and one for adding community-based data to online content.

HookEd (short for Hook Editor) is a Windows 95 application for browsing, editing and managing wire stories. A front-end application handles the wire-feed parsing, writing files to the database for HookEd interaction. HookEd also features a built-in editor that allows users to alter stories without having to launch an additional application. Once a story has been edited, it can be

submitted to the database for publishing to the print or Web version of the newspaper.

A hierarchical tree display allows editors to link a story they are working on HookEd to online information. Users can check to make sure all navigation functions are working properly.

HookEd also keeps track of all stories that have been checked in and monitors all links that may have been applied to each story. If a story is deleted, HookEd will delete all links referencing this file to prevent users from accessing broken links.

HookEd also supplies search functions for both incoming and check-in stories. Users can search the full text or keywords. KOZ plans to add proximity searching in the near future.

A site management tool is provided with the HookEd module. It helps newspapers to create their Web page templates, populate the pages with content and manage the publishing assets from within the KOZ database.

KOZ Publisher. KOZ has also created a set of tools to help different community groups add personalized information to a Web site. Using the Illustra database, KOZ's system provides a self-publishing environment that dynamically builds pages based on information submitted to the database.

The purpose of this system is to allow community groups to highlight activities and provide more local appeal to the newspaper's online information. It provides a forum for community groups to communicate through the newspaper's online product. Facilities for creating calendars, membership lists, newsletters and event planning are supported.

The KOZ system provides online forums for each community group. Users can participate in the forums by submitting responses via a form to the database. Responses are then threaded on the Web site. Group administrators can also create newsgroups. An easy-to-use interface allows users to upload images and edit text, rather than HTML code, through standard Web browsers such as Netscape Navigator.

The community aspect that KOZ offers will allow newspapers to target advertising based on group information. Newspapers can also tie in their classified ads to community information. For example, real-estate ads could have links to information about schools in the area.

Shopping and Business Life. KOZ also plans to extend its technologies to offer

newspapers an even broader reach. Shopping will allow advertisers to update time, price and availability information about their products or services offered. The first categories to be targeted are real estate and automotive, with employment to follow.

Business Life will give businesses the ability to provide customized in-depth information that remains current. Full-indexed and searchable interactive multimedia presentations will combine all the benefits that newspapers, radio, TV and Yellow Pages offer -information depth, portability, sound, motion, immediacy and target marketing.

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IBM's part. IBM is positioning itself as a one-stop shop for publishers that want to get up and running online. Using an integrated suite of applications, some provided by IBM and others provided by partners such as KOZ, IBM's solution allows multiple newspapers to share applications. Newspaper branding is maintained by IBM Gateway, which places the newspaper's logo on each page and displays content based on templates customized by the newspaper.

Along with Web hosting and site creation services, IBM offers several "applications" for newspapers to use: news, weather, classifieds, entertainment, business, sports, archive and shopping. Newspapers can choose which of these applications they want to use or can integrate systems from other vendors.

IBM has created an integrated billing interface that tracks the activities of each advertiser and can generate a unified bill from all applications used.

IBM has integrated the Verity search engine to provide relevancy ranking for text-related documents. A DBII database is used for searching and storing classified ad information. IBM is using its own online classified system but can integrate ECI's system (see Internet Classifieds coverage) if the newspaper wishes. Like the ECI system, advertisers can place ads via an online form. IBM's system also allows newspapers to control the display of banner ads by defining the number of ads per page and whether the ads are static or based on a user's activity.

Information is displayed in a frame-based layout with a static table of contents that remains in the left-hand frame. IBM uses a hierarchical representation of content to make navigation easier for the user (see photo).

IBM's system allows newspapers to define their own billing policy for use of items online. For example, a newspaper could choose to provide news free of charge but offer other services, such as classified access, as a fee-based premium.

Entertainment module. IBM has integrated a few third-party applications, which it offers as part of its Entertainment module. Cinema Source provides information about movies and allows users to search on movie titles, actors, directors, etc. Newspapers can add links to local theaters so users can view current playing times.

TV Host's Online TV Guide lets users browse or search through television listings. Clicking on show names displays descriptions as well as additional air times. Newspapers can set up color preferences for display or allows users to do so.

Using Lotus Notes, IBM has created a book review application that displays synopses of various books. Users can order books online, browse through reviews or add their review of the book to the database.

Community. IBM feels that adding community data to online newspapers is an essential element to the success of the newspaper. For this reason it has incorporated KOZ's Community Life product to allow newspapers to link information provided by various local community groups.

In addition, IBM has added shopping capabilities with its NetCommerce system for the purchase of music, books and travel. A shopping-cart application allows users to select items they wish to purchase and have them appended to their bill. The display allows users to adjust the quantity desired and view their final total before placing the order.

IBM's NetCommerce system forwards credit-card information directly to the credit-card vendor for verification. The merchant never sees this information, thus adding an extra level of security to the system.

IBM also provides a forum application based on Lotus Notes that allows users to create their own topics and view responses in a threaded format.

Customer service. Based on the billing profile the newspaper wishes to use, the system tracks the activities of each user and records each time an application was used and how long the user spent in that area. From the customer-service menu, users can view the cost of the time they spend in all billable areas.

The administrator application allows the newspaper to access all user account information. It can be employed to control the access rights of each user if access is based on a preestablished billing scheme. For example, if the newspaper chooses, it can deny access to users who have entered a credit card for billing purposes or for those who have been negligent in paying their bills. Newspapers can also control which applications are billable.

The administrator application also generates usage statistics. It can create charts of hourly or weekly summaries, number of users per application and demographic information based on information provided by the user at the time of registration.

InfoMarket. IBM InfoMarket allows users simultaneously to search Web and commercial resources, including 66 newswires, 300 newspapers, 770 newsletters, 6,300 journals and 11.5 million companies. Information can be purchased on a per-document basis using IBM's Cryptolope technology, enabling users to buy and sell content securely over the Internet.

Users can search for information by keyword or source or by using Boolean strings. There is no charge for searching.

Cryptolope. Once a user has found the information he is looking for, the content is delivered in Cryptolope containers; information is stored in a locked form to prevent manipulation and allows publishers to charge users to retrieve the full text. A future release of the Cryptolope technology will support rights management, allowing publishers to charge for multiple uses of the information, such as printing, saving, cutting and pasting.

Search results are accompanied by an abstract of the content to help users make the right purchasing choice. The content abstract may also include the content source, summary, author, last update, size and price, as well as any unique sale terms.

When the user has decided to open the contents of a Cryptolope container, a transparent digital key is issued unlocking the material contained within. To view a free document, the user clicks on the article and the information appears on the desktop. To view priced content, the user agrees to any unique terms of the Cryptolope container that are prepared by the rights holder and contained in the content abstract. A user can also forward a Cryptolope container to others who may be interested in the information without having to pay for its contents themselves.

Users can also keep track of how much money they have spent purchasing information on the current day or as far back as the past three months. The

interface displays each transaction made and the purchase price of each item. If a user decides that the information he purchased was not as helpful as he expected, IBM will issue a refund for those items. InfoMarket uses IBM's own billing system, which IBM plans to sell as a stand-alone product.

The IBM InfoMarket service is a clearinghouse for commercial content providers to track the payment, delivery and authenticity of contents held within a Cryptolope. The content provider sets marketing and pricing guidelines for the use of commercial content or technology services. This allows the owners of this information to have greater control over the distribution, appearance and price of their content.

New content and technology providers for IBM InfoMarket include the following.

- CMP Publications provides publishing, marketing and information services to the high-technology market.
- Excalibur Technologies offers retrieval solutions for text, images and other forms of digital data.
- International Services supplies international trade leads, language-translation services and international credit reports.
- Jupiter Communications, LLC, provides research, consulting, and publishing information on emerging consumer online and interactive technologies.
- Profound specializes in market analysis and information.
- Market Guide furnishes information on more than 8,000 publicly traded companies to the professional brokerage, institutional research and individual investor marketplaces.
- Online Inc. publishes how-to magazines and books aimed at users of online databases, CD-ROMS, multimedia and the Internet.
- Thunderstone Software offers concept searching and retrieval technologies.
- Vickers Stock Research prepares information on what stock insiders are buying and selling.

Users of IBM InfoMarket will be able to retrieve and download Cryptolope containers from the InfoMarket service Web site using an IBM InfoMarket helper application, initially for Netscape 1.1 or greater, and Windows 3.1 or Windows 3.1.1. Windows 95, OS/2 and Mac versions are planned.

IBM is also redesigning the InfoMarket interface to take advantage of Java. Future projects include placing college textbooks online to allow students to purchase only the chapters needed. The InfoMarket system can also be integrated with a company's intranet to provide access to information on

internal databases.

NewsTicker. Another application downloaded free of charge from InfoMarket is NewsTicker -- a news retrieval service that displays the current news in a ticker fashion, thus taking up less screen real estate than similar products, like PointCast.

Users can choose which news sources they wish to see. These include Reuters Business, ESPN and the Olympic Games. As ar-tide headlines scroll by, users can click on a headline to see the full text of the article displayed in their Web browser. If the user isn't fast enough to catch the headline as it zips by, NewsTicker displays headlines in list format via a dialog box.

Users can also set the scroll pace, the pause between headlines, the refresh time and how old the articles can be, e.g., articles no older than three hours.

### **MPI offers output to the Web**

Management Process Integrators, a systems integrator and consulting firm to the media industry, is helping newspapers take advantage of editorial guide content by reusing it in alternative forms (print, online, CD-ROM, etc.) without additional production work.

MPI's GuideLines product provides a database for editorial and directory listings, such as restaurant guides, movie reviews, entertainment guides, calendars and crime blotters. GuideLines includes a GUI interface for gathering input and specifying the output. The system is designed to allow incoming information to be stored in a database, ready to be extracted in various forms.

### **New Horizons teams with Duke, Real Media**

New Horizons introduced Info-Connect Web Publisher, the result of a venture with Calliope, a software development company founded by two Duke University students (Alex Rogers and Nick Millington), and Real Media, a newly formed Internet advertising service company.

Web Publisher is designed to generate HTML pages directly from a newspaper's editorial or classified system. Using RealMedia's Open AdStream product, newspapers can insert targeted banner ads based on a user's activity activity in the system. Open AdStream is based on Real Media's core technology called AdStream, an Internet ad planning and placement system that enables advertisers to insert ads on MediaExpress, a network of newspaper Web sites.

### **Pantheon provides pathway to Internet**

Pantheon, a virtual spinoff of Spry (both of its founders, Joe Snell and Daren Tsui, were former employees of Spry), began as a reseller of other people's software, such as DewarView. The company has now created its own product to help publishers place content online.

Builder converts stories from a newspaper's editorial system to HTML. It also automatically generates an index of stories, which it updates as new stories are uploaded to the site. Two types of indexes can be created: Standard and Summary. A standard index displays only the headline of the corresponding story and provides a link to that story. The summary index generates a summary of each story, based on what it determines to be the most significant sentences in the story, and displays the summary and optional photo with a link to the full text of the article.

Builder can also automatically create hot links to other sites based on user-defined parameters. For example, if you specify that you want the word "Clinton" to be linked to the White House home page every time it occurs in a story, Builder automatically adds this link each time it encounters the word.

Editorial Gateway. Builder resides on a PC, with Windows 95 or NT, and acts as a gateway between the editorial system and the Web server. Up to 100 folders can be set up in Builder to correspond with specific departments or sections of the newspaper. Each folder can handle up to 1,000 files.

A Web output option can be added to the editorial system's print function, allowing editors to output articles easily to the Web at the same time stories are output to the pagination system. As stories are dropped into a folder, Builder automatically organizes them, converts them to HTML, attaches one photograph or some other graphic element to each story and then sends the files to the Web server. To match images to stories, images are stored in a separate folder and named with the same file name as their text counterparts. Builder searches for documents with similar names and knows that these should be linked together.

We noted that Builder does not directly support a very intuitive way to name folders. Folders are named numerically, from 0 to 100. But a batch script can be written to take information stored in a folder called "sports," for example, and move that information to its corresponding numerical folder.

Templates consisting of HTML coding are used as header and footer information. As documents are pulled through the system, the corresponding header and footer information is copied into the file. Each section of the



newspaper can use a different header-footer template. Again, not very intuitive file naming is used. Template files must be named category-folder-#.htm for the header and category-folder-#-ibot.htm for the footer. For example, the category "0" folder would have a 0.htm and 0ibot.htm file to identify the header and footer to be used for stories run in the "0" category.

Builder comprises a Microsoft Access database that stores all data before publishing to the Web. This database keeps track of each file's original name and original creation date so that Builder can determine whether a file needs to be updated on the Web server. Users can also set times for items to be published, allowing editors to forward articles to Builder prior to publication. Users can also set times when items should be removed from the Web page.

Builder also provides a search-and-replace facility to remove or change words or markup generated from the front-end system. The search-and-replace table can be quite long, depending on how much you want to alter existing text. The Dallas Morning News, a Builder beta site, uses a search-and-replace table that is 150 lines long.

30 files per minute. Pantheon claims that Builder can process 30 files per minute, making the task of publishing to the Web fast, as well as automatic. Builder can also be modified to perform additional functions, such as generating SGML.

Pricing for Builder varies with the size of the installation. It starts at \$6,500 for newspapers requiring 500 files and 100 categories.

Pantheon also offers a product called Vision that provides a complete package of software application tools for publishing to the Web. Along with Builder, Vision includes statistical tools for tracking Web site activity, chat tools, Web page templates, shopping tools for conducting commerce at a given site, tools for users to create their own home pages and audio tools for producing streamed sound.

Pantheon also provides Web page design and hosting services for newspapers and assistance with developing content for online products. Pantheon can also supply Internet access software, via CompuServe, for newspapers to distribute to their readers. CompuServe disks purchased through Pantheon Vision are configured to open automatically to the newspaper's home page.

Pricing for Vision starts at \$19,800 for the minimum package. Web page design and server access are provided through an agreement with Free Range Media.

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### **Zip2 offers Yellow Pages niche**

In an effort to find profit-producing resources for newspapers to employ on the Internet, a new company, Zip2, has devised a rather unique system that allows newspapers to venture into the Yellow Pages market while building on their local advertiser base.

Zip2's Windows NT system can be broken down into three pieces: detailed mapping, two-way communication and personal-agent technology. Zip2 provides cobranding opportunities for newspapers to offer added functionality. For example, Zip2 foresees newspapers upselling directory listings to local advertisers to provide additional information to users. As one example, newspapers could allow restaurants to post their menus for an additional fee.

### **Electronic Archive and Retrieval Systems**

Archiving has been an increasingly hot topic over the past several years. With the ever-growing use of digital information, the opportunities to produce huge digital libraries are causing increases in the available products for handling them and in the sophistication of facilities for accessing these libraries. Because of this intense competition, recent efforts have focused on finding new ways to innovate the process. Two such innovations were among the highlights of **Nexpo**: Internet accessibility and the ability to archive multimedia elements.

Being able to pull information from a database and place it on the Internet provides newspapers with a revenue opportunity: charging for content. Many vendors are trying to find a viable solution for newspapers to turn a profit on the Internet. Selling their archives might be a key. Access to this information would be beneficial to researchers and students, who may be willing to pay for the data--if the price is right.

Multimedia capabilities extend a newspaper's ability to keep track of various types of media, from text to movies. Combined with Internet accessibility, newspapers can offer a far richer resource for online users. At the very least, the Internet can provide a more efficient means for staff to access and reuse information.

**Nexpo** featured many innovations in the area of archiving. But with a

plethora of choices available, newspapers may have a difficult time choosing the one best suited for current and future needs.

### **AP Preserver adds optional text module**

AP showed the latest release, version 3.4, of its AP Preserver for archiving of images and graphics. Preserver supports multiple user access via Netscape and, like the DataTimes EyeQ Publisher and EyeQ Publisher Plus, uses the PLS search engine. For quick and easy handling of photos, the new version of Preserver includes a Java applet called the AP Lightbox. In addition, there's a new optional text module from DataTimes that enables simultaneous searching of text and photos on one desktop. Details of the partnership between the two companies are included in this section under our DataTimes coverage.

AP Archive. The AP Archive, now located in New York, with subset archives in London, Frankfurt, Milan and Tokyo, holds about 150,000 pictures and will be available this summer for member access. The AP Archive is in beta testing at several newspapers and other picture-user locations, where browsing of the collection with PLS search engines and downloading of images are under way. The Archive contains mostly recent photos, but will also contain historical material from AP's library. By the end of the year, AP projects that the Archive will hold about 225,000 images.

The photo above shows the AP Archive Search Window currently being used at the Daily Oklahoman (see Data Times, later in this section); its appearance is subject to change.

AP Lightbox. The handy AP Lightbox feature (represented as a small square icon) permits the building of individual photo archives, which can then be routed in specified ways to facilitate photo workflow. After someone like a system manager designates who may create a Lightbox, what can go in it, how many can be created, etc., the Lightbox can be mailed over an intranet or through E-mail. (See photo on next page.)

The pictures themselves are not sent, but a URL is enclosed in the E-mail. Clicking on this URL will automatically link the E-mail recipient back to the photo archive; after passing log-in security, he will see the Lightbox.

There can be personal, private Lightboxes or public Lightboxes. It is possible to copy from one Lightbox to another, to rearrange the order of or resize the photos within a Lightbox, etc. However, only users with administrative privileges can edit a Lightbox (e.g., remove pictures within it).

### **Cascade MediaSphere hottest item in Vegas**

Cascade Systems featured its new Orion PostScript RIP, which was covered in the output section in our last issue, and its systems. In the system area, the company has been innovative and impressive, making all applications from Cascade Internet aware by incorporating Netscape interfaces and Java applications.

The most impressive of these developments, and the product that probably gets our vote as the hottest product at **Nexpo**, is MediaSphere W3. We have always liked the MediaSphere archiving system (we gave it a Seybold Editors' Award last February), and aren't surprised that it has moved on to become one of the most innovative Web servers we have seen.

MediaSphere is a multimedia archiving system running on a Sun workstation. It supports archiving of text, images, PDF pages, video and audio, and it uses a probability search engine. This engine, developed by Muscat of the UK, has been enhanced and will soon incorporate proximity searching to increase its accuracy and provide ranked hits. The search argument can use natural-language arguments rather than Boolean operators. The key development, in addition to the intranet-Internet access, is the incorporation of Cascade Inline Scripting (CIS), a scripting language that is very similar to AppleScript, but works within HTML and allows the building of HTML pages on the fly.

Live show in Vegas. To show how it is used, Cascade ran live demonstrations of the product at the Las Vegas Sun newspaper. The Sun had spent about a year building its Web site and had 100,000 HTML pages working with Perl scripts. These were difficult and very time consuming to develop. Cascade came to the newspaper and linked MediaSphere W3 to the Web server. The exercise used the existing pages, but without the Perl scripts. In two days Cascade converted all the pages to work with its CIS and added the newspaper's entire text archives since 1993 to Media-Sphere W3. In the system demonstrations, it was possible to define personal requirements for specific custom Web pages, and the CIS scripts built them by searching for information among the 100,000 HTML pages and the entire archives in a few seconds. It then became possible to see the text in context on the page by viewing the PDF pages through the Adobe Amber plug-in to Netscape.

This ability to build custom pages on the fly without extensive HTML coding or special scripts puts MediaSphere right at the top of Web developments for newspapers. It gives newspapers the ability to allow Web readers to store their own personal profiles and to provide them to the readers when they log on. This is without doubt a product to watch for in the future.

**Image archive for DataTimes EyeQ Publisher**

The big news in the DataTimes booth was an alliance with the Associated Press (AP), which will enable DataTimes to offer photo archiving capability as an add-on to its EyeQ Publisher text archiving system. The addition of an optional DataTimes text module to the AP Preserver archiving system for images and graphics will enable AP editors to conduct photo and text searches on one desktop. DataTimes is presently marketing the combined package as EyeQ Publisher Plus. Both EyeQ Publisher Plus and the enhanced product will be available for World Wide Web-based electronic morgues.

EyeQ Publisher for text. With more than ten years of experience in text archiving products, DataTimes has developed, in its core EyeQ Publisher product, a complete system comprising two major components. The first, a set of administrative programs created by DataTimes, supplies tools required to build and maintain the database. The second is the search engine created by PLS (Personal Library Software), which offers strong functionality with its combination of natural-language, relevancy-ranking, concept-searching, word-stemming, Boolean and fuzzy-searching capabilities (see The Seybold Report on Desktop Publishing, Vol. 10, No. 8, for PLS details).

The database file-preparation cycle begins with DataTimes-designed custom filters, which translate editorial copy, remove proprietary tagging and editors' notes, and--to reduce the processing burden on library staff--include automatically any field headings that can be interpreted from the file in its raw state. The files are then enhanced with the DataTimes Word-based Flash Editor; missing information, keywords and field headings are added and normal word processing changes made. Along with being formatted for inclusion in the archive database, files may be saved in ASCII or HTML format for external distribution.

Live updating. EyeQ Publisher's Update module supports live updating. Thus, additions to the database can be processed and fully indexed while the database is being used by others, and the new files are immediately accessible upon completion of the update. Also, corrections to records may be processed at any time using the Corrections Editor. The corrected records are then reprocessed during the next database update procedure. Automatic purging is supported.

The Send module provides publishers with data transmission software that offers the option of transmitting, according to any specified schedule, newly updated data to online commercial information vendors (such as DataTimes EyeQ). Furthermore, the data can be directed to a World Wide Web site or to a CD-ROM vendor.

EyeQ Publisher scalable software supports Windows 3.1 and NT, Solaris, AIX

and Digital Unix platforms, and the database server requires a TCP/IP network connection. DataTimes recently created a company-wide archive for Time Inc.

Web facility. DataTimes has incorporated PLS's PL Web Turbo for custom-designed Web-browser search interfaces. EyeQ Publisher is compatible with any frames-capable Web browser (e.g., Netscape Navigator), with connectivity to the archive database server over an intranet.

DataTimes' first installation of a Web-based searchable electronic archive was completed at the Connecticut Post in Bridgeport. Currently only the editorial staff has access to the custom-built archive over an intranet. However, this is the first step to a planned launching of a Post Web site accessible to the public Internet.

EyeQ Publisher Plus has AP photos. The first linking of text and photos is taking place at the Daily Oklahoman in Oklahoma City. A prescient librarian there foresaw the possibility of including photos with the DataTimes text database that the paper has been using since 1982, so, years ago, she started recording pertinent photo ID information along with text information, thus expediting the implementation.

Photos are embedded in the text database, through HTML hyperlinks, using the AP Preserver ID number, and text ID numbers are similarly embedded in the AP photo database. We were told that AP will be making the photo description more intuitive than the slug AP now uses, which could look something like this: AP S\$N BBA NY NYY 104 A10 Cal.

Although the AP Archive Search Window is still subject to change (see photo under Associated Press in this section), the user interface for the Daily Oklahoman's newly photo-capable Data-Times database is set. At **Nexpo** our search on "Cal Ripken" yielded a screen with a relevancy-ranked list on the right and a screen with a photo of Ripken on the tight, displaying the ability to link photos to the text database (see photos above).

We found the appearance satisfactory except for one small point. Although we realize screen space is limited, we do wish there were more than one line for the search query. When we experimented with expanding our search, we met with good results, but found it inconvenient to have to return to the beginning of the same line to see the roots of the search in order to build upon it. DataTimes responded that users would probably not need to refine a search because of the strong relevancy-ranking, natural-language and stemming functionality of the PLS search engine.

Depending on the customization required, an EyeQ Publisher Plus system costs between \$20,000 and \$25,000.

### **EDS shows Media Vault, WebVault**

EDS demonstrated its multimedia content management system called Media Vault. It incorporates an object-oriented database from Versant and a search engine from Excalibur, accessed via a GUI called Galaxy.

The system is designed to handle any type of digital file including PostScript, PDF, Xpress and even applications, all of which can be accessed simultaneously regardless of where the actual databases reside, using TCP/IP. The server portion runs under Unix. Clients are currently available for Unix, Windows 95 and NT with a Mac version due at the end of July. Clients can also access the system via a Web browser.

Media Vault allows users to search across multiple databases using field-based or free-text search methods. The library screen provides a choice of databases to search. Through the search screen, users can define their searches and even view a broad list of synonyms. Results can be displayed in a contact-sheet-style layout or as a list. Multiple resolutions of images can be stored in the database.

For indexing, Media Vault supports multiple indexing schemes allowing users more flexibility. A tabular interface lets users browse fields stored in each different indexing scheme. Input filters can be created to batch process files or automatically index photos based on elements in the photos, such as IPTC information or other indexing schemes.

Once a search has been completed, users can save results to a folder, E-mail files to others or export the files. Media Vault can also be set up to support the purchase of content. For ordering, users fill out an entry screen with personal information and specify the format in which they want to receive the file.

Media Vault can also be configured to run EDI software.

WebVault. EDS has yet another way to organize and access information corporate-wide. WebVault is a series of Web-based applications that link traditional business databases through a Web browser-based interface on an intranet. Since it uses the Web as its client platform, WebVault is accessible from any operating system.

In addition to incorporating a company's existing databases, WebVault offers

predefined "Packs" that provide access between Web browsers and network servers, applications and databases.

Available Packs include:

- Employee Service Pack is an aid for employee input, benefits information, company policies, corporate travel information and employment opportunities.
- Office Automation Pack includes calendars, facilities scheduling and office-supply ordering.
- News and Information Services Pack links to business news, competitive information, market data and other industry data and includes internal private newsgroups, direct news feeds and PointCast, the screen-saver utility that delivers industry and financial news to the desktop.
- Corporate Communication Services Pack includes authoring and delivery applications for communicating to company employees worldwide.
- Collaboration Services Pack provides electronic mail, Usenet newsgroups, desktop videoconferencing, electronic white boards and chat services.
- Infrastructure Pack comprises Web servers, database servers, corporate public Internet access services, Internet system management services and proxy services.
- Information Technology Service Pack includes FTP software distribution products, PC support applications and infrastructure communications to enhance users' ability to utilize and support their own desktops.
- Information Developers Pack supplies Web authoring software and training system authoring tools.
- Sales and Marketing Pack includes product communication software to provide up-to-date product literature, pricing, frequently asked questions, sales forecasts, lead-tracking sheets, online sales presentations, newsgroups and marketing collateral.

WebVault's plug-and-play components allow EDS to meet customer-specific requirements. EDS used its own internal system to demonstrate how WebVault can provide access to any database in the company's system.

WebIt. EDS also introduced its WebIt Web site and ownership management service. EDS provides content hosting and Web site creation along with Internet connectivity, security, firewall management, FTP secure chat sites and newsgroups. EDS is ready to utilize the latest Internet technologies including Java and Shock-wave. Current clients include Pepsi and General Motors.



EDS was also involved with the development of Dow Jones's Wall Street Journal Interactive Edition. Jointly developed by EDS and Dow Jones, the Interactive Edition's Authoring and Editing System combines standard and custom-built applications for authoring, managing and publishing large volumes of data on the Web. The system consists of:

- Word for content creation.
- An object-oriented Copy Flow application developed by EDS that manages the workflow of objects as they move through the editorial process.
- An object-oriented Edition Maintenance application developed by EDS with tools for building and managing each edition of the Web product. Editors can drag stories into and out of an edition, preview the Web presentation and publish the edition to the Web. Predefined templates maintain the same look and feel throughout the edition.

The Authoring and Editing System is an extension of the Global News Management System (GNMS) that EDS is currently developing with Dow Jones. GNMS will provide the editorial and global information management for the production of the printed Wall Street Journal, other Dow Jones publications and other electronic products.

GNMS is a client-server system comprising more than 40 major vendor-supplied components for content creation, content management and enterprise-wide system management.

### **Tradition reigns at Electronic Scriptorium**

The Electronic Scriptorium provides archiving services to companies in a unique way. It employs monks and nuns to index both text and images. Edward Leonard, founder of the company, came up with the idea after helping the monks at Holy Cross Abbey in Virginia computerize records for the annual sale of 20,000 fruit-cakes. Since then, the Electronic Scriptorium has also provided work for 15 other monasteries from Maine to California.

Monks have a tradition of preserving text over the centuries, and now, with the aid of computers, they can continue their endeavors. The brothers and sisters input everything from library card catalogs to legal documents. Working only part-time, the monks are paid for each item that gets indexed; e.g., library catalog cards yield 15 to 20 cents per card. This allows the Scriptorium to offer a very reasonable archiving solution for businesses. Not only do companies find these low prices attractive, but many trust the monks to enter sensitive data with discretion.

The monks turn their wages over to the monastery to help pay the bills.

The Electronic Scriptorium has been working with Applied Graphics Technology (AGT) to supply the scanning of images for clients. They are in the process of cataloging 1.4 million photos used by the New York Daily News over the past 70 years.

Other projects on the Scriptorium's agenda include indexing and captioning of photos from AllSport and Time Life publishers.

The Scriptorium uses ZyImage's software for the cataloging. Files can be delivered to clients via FTP, CD-ROM or DAT. To date, the Scriptorium has processed more than 4 million titles for libraries and corporations. In addition to conversion, cataloging and data capture services, Scriptorium offers custom application programming, database management and image management services.

At the show, Scriptorium mentioned that it plans to work with Iota for archiving older printed materials, such as newspapers, that might be difficult to convert through OCR. Iota's technology preserves the actual scanned image and uses geometric pattern matching to retrieve search results, which can be displayed on the image itself.

This was our first encounter with the Electronic Scriptorium, but since its inception, other news sources, such as the Wall Street Journal and Forbes magazine, have noted the ingenious union of technology and tradition that the Scriptorium brings to light.

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### **GMTI releases DigiCol 3.0**

A highlight of GMTI's booth was the new version of DigiCol. Since our last in-depth overviews of DigiCol appeared in 1993 (see Vol. 23, No. 6) and 1994 (see Vol. 24, No. 5), before Gannett became the exclusive U.S. distributor for the system (which was developed by the German company Digital Collections), a brief review might be helpful.

Background. DigiCol is a multimedia information-management system for digital libraries and online publishing. It handles text, photos, page images, audio and video within one database, which can be accessed by an unlimited number of users and is Internet compatible. Material can be called up by

multiple users simultaneously and input by means including satellite feed, front-end-system feed, scanner, CD, OCR or digital camera. Archiving capacity can be enhanced with CD-ROM and MO (magneto-optical) jukebox-type disc systems.

DigiCol's Unix-based Reduced Relationship Entity database, optimized for text retrieval, supports full-text queries; keyword, phonetic, synonym and context-sensitive searches; and linguistic analyses. Full-text and descriptor searches can be combined within a single query. GMTI claims that a system with more than a million pages of text on file can complete a full-text query in less than two seconds.

DigiCol handles incoming wire-service text and photos and supplies online access and retrieval. Custom filters for major news services enable satellite text transmissions to be received and indexed online. While published (or specified) items are collected and stored in a long-term archive, other items will be purged automatically after a predetermined length of time.

Workflow is streamlined by DigiCol's photo subsystem. Incoming wire photos, or locally compiled pictures, can be placed in short-term holding areas called "galleries," where they are displayed as thumbnails. IPTC information is automatically indexed for retrieval, and the system uses JPEG and other compression formats and OPI technology.

These images can be dragged and dropped to any departmental or individual gallery anywhere in the workflow--for example, for cropping or color correction. In addition, each page layout, with text and pictures, is archived through Quark Xtensions. Workflow management software is included to ease production bottlenecks.

New developments. Version 3.0 of DigiCol, among other enhancements, gives the user greater power to customize database search parameters. Relevance ranking of search results, which can be turned on or off, has been added. Also, image sort criteria can be specified within the DigiCol photo work flow.

Other improvements include:

- Indexing of PDF files for storage and retrieval.
- Netscape client support for LAN and WAN and Internet access of the database. (A complete CGI is included.)
- Thumbnail-image displays for each entry in a directory of photos.
- Bidirectional data filters for Lexis-Nexis, DataTimes and VuText archive systems.

Gannett Media Technologies announced two additional developments. First, Gannett and Linotype-Hell have formed an alliance to market DigiCol in conjunction with the LinoPress newspaper editorial system, where DigiCol will provide an archiving capability for LinoPress. Second, the Cincinnati (OH) Enquirer will use DigiCol for Web classifieds.

**Pricing.** Pricing for DigiCol varies, depending on the configuration and the size of the newspaper. A low-end system for a weekly or a small-circulation site would cost approximately \$28,000 to \$30,000.

**Future plans.** Gannett is investigating developing a data blade for the Illustra database. (PLS's data blade is already available, and Verity also is making one.) The core DigiCol database (essentially a Unix file system) would remain, but the data blade would give users the option of the relational-database capabilities of Illustra. We might see it by the end of the year.

### **Image advances with Phrasea**

Image Inc., which has been a reseller and integrator for the Phrasea multimedia archiving and retrieval system for less than a year, reported ongoing developments for Phrasea III. The product was released in November 1995 and appeared at the Seybold Seminars show in Boston in February (see The Seybold Special Report, Vol. 4, No. 10).

A suite of new plug-ins for Phrasea III is currently available. The following plug-ins are included:

- **Watermark**--watermarks thumbnail and preview files with company logos or text, thereby protecting the files from being used without permission.
- **AutoStorage**--manages storage locations of originals, low-resolution screen previews and thumbnails for individual databases. Files will be placed only in specified folders or volumes, resulting in greater control over storage limitations.
- **AutoCopy**--allows automatic export of files from the database and conversion to other image formats.
- **AutoPurge**--permits the use of the built-in Task Manager for regular deletion of items matching a user-defined query formula.

**Version 1.4.** The target date for the 1.4 release for Phrasea III (Phrasea III.1.4?) is September of this year. A Windows 95 client will be released concurrently. Other new features of 1.4 include:

- For improved efficiency and appearance of database headers, multiple

layouts can be created. Fields can be deleted from the layout, making them invisible; the font and style of the text for each field can be changed independently; and the field size and width can be adjusted.

- Video and sound acquisition has been enhanced. Snapshots can be taken from a video source, and movies can be recorded directly from a video source without third-party plug-ins.
- Although Phrasea currently supports IPTC headers, there are changes involving specific new plug-ins for handling IPTC feeds.
- Additional Internet interfaces, including a separate CGI that allows the download of originals via the Web (or an intranet).

Future plans. A Windows NT server, optimized to run on a DEC Alpha, is scheduled for release in 1996. Image projected that it will take at least a year for these Phrasea goals to be effected:

- A complete separation of the database engine from the interface, permitting the creation of custom interfaces and integration with other third-party products.
- A CGI for NT.
- Built-in messaging or E-mail functionality.
- Porting of the Administrator to Windows 95.

Other Image announcements. Image has become an Oracle developer for on-demand publishing for the Web. In addition, Image has signed with two new companies to install Phrasea: Patient Education Media Inc. (PEMI), creators of Time Life Medical patient education programs, and GeoSystems, a mapmaker in Lancaster, PA.

Time Life Medical patient education kits supply information to people who have been diagnosed with a serious illness or medical condition. Each kit includes a 30-minute diagnostic video created under the supervision of former U.S. Surgeon General Dr. C. Everett Koop. The video is accompanied by a personal workbook containing medical illustrations, a medical glossary and a resource guide of supporting organizations. Upon completion of the six-phase installation process, Phrasea will be accessible to local users at PEMI in New York, as well as remote users in Connecticut and Atlanta, GA.

Cartographic files, which Phrasea is handling at GeoSystems, are particularly heavy and complex. This application marks an interesting departure from the traditional news-agency and picture-archive tasks for which Phrasea is customarily employed.

Phrasea at **Nexpo**. Phrasea has made its mark in the U.S. Besides the Image booth, it appeared in the booths of Baseview and Freedom System

Integrators, each of which distributes it to its users.

Image Inc., 45 E. 30th St., 15th Floor, New York, NY 10016; phone (800) 5133011 or (212) 843-8700, fax (212) 843-8799. Internet: [www.imageinc.com](http://www.imageinc.com) or [image@imageinc.com](mailto:image@imageinc.com)

### **Iota ports to Net, offers desktop model**

Building on its unique indexing model of using geometric patterns to match search criteria to scanned documents, Iota has extended its technology in two ways. Its first new direction is to offer two versions of its software. The first, MyDesk, is targeted at average users who want to archive their faxes or other documents. Available for Windows NT, MyDesk is priced at \$50. It will also be available bundled with Visioneer's Paperport scanner for approximately \$250.

MyDesk utilizes Microsoft Access to create cabinets into which users can store their files. Files can be imported from any TWAIN-compliant scanner. MyDesk utilizes Iota's search engine technology to display hits on the actual image.

CapturePro is a higher-end version of Iota's software that allows capture of multiple documents unattended, using a batch scanner. CapturePro takes the scanned files, runs them through OCR and Iota's pattern-recognition software. Users can set the threshold at which words are recognized. Files with unrecognized words are placed in a separate basket for manual processing. Words highlighted in blue were not found in the dictionary; words in red were unrecognizable.

Once files are captured, users output files to CD-ROM and purchase a license to distribute the search engine on CD.

CapturePro is priced at \$3,000 per workstation.

Intersite. Iota's other endeavor is an Internet application for its technology. Iota has created a Netscape plug-in that allows users to view TIFF files indexed by CapturePro and see the results of their search displayed on the actual image.

When a search is performed, the user is presented with a list of files and a "strip" of the accompanying image file for a quick preview. Selecting the image displays it in a scrollable window within Netscape.

Iota is selling a server option that comes with CapturePro and the plug-in. In addition, Iota is working with GMTI to place display classifieds on the Internet.

### **Lexis-Nexis adds to NewsView Connections**

The centerpiece of the Lexis-Nexis booth was NewsView Connections32, the new 32-bit version of NewsView Connections, which is the third component in the company's NewsView Solutions suite. NewsView Solutions comprises NewsView, a text archiving and library system; PhotoView, an image archiving and library system; and NewsView Connections, software permitting the conversion and transmission of text and images to online services and the Internet.

The new 32-bit NewsView Connections for Windows 95 and NT is scheduled to be released this summer. Major new features include WebDesk; byline rights management; a spelling checker; and support for export formats for ANPA 1312, Nexis, DataTimes, America Online, VuText Save, Knight-Ridder Information Services, HTML, CompuServe, Dow Jones online service, and others.

WebDesk. The World Wide WebDesk is a new, multifaceted Web site-building tool. We were told that WebDesk--announced at **Nexpo**--would undergo beta testing at the New York Daily News soon after the show.

With WebDesk, a user can:

- Design the order and location of stories through HTML drag-and-drop functionality. Stories can be deleted or moved to a different page, and archived elements can be dragged onto the Web site.
- Assign stories to a customizable template for a unique look and feel.
- Place photos, graphics and ads on pages. Ads can be dragged and dropped, or a URL ad link to an advertiser's home page can be input. It is even possible to create lists of URL links, called URL Authority Lists.
- Edit headlines, captions, etc.
- Save layouts for reuse later.

In fact, Lexis-Nexis claimed that WebDesk is so powerful, a user could lay out an entire newspaper in 20 minutes. We certainly found the interfaces extremely attractive (see photos), and, in the demonstration, the process seemed quite easy, inviting and effective.

Byline rights management. The byline rights database contains such information as name, affiliation, date, copyright and acceptable export channels (including WebDesk). Unspecified additional information can be input in a Notes field.

Since so many issues surrounding online distribution rights are as yet

unresolved, we think that byline fights management is a crucial tool. It enables the following:

- Creation of lists of bylines.
- Assignment of attributes to bylines to control external distribution.
- Designation of vendors to receive stories based on contractual

We particularly liked two features of the byline fights management tool. First, should a byline fights violation occur, a warning appears on the Story Distribution screen (see photo, right) indicating that there is a conflict for destinations denoted in red. The operator can choose to override the conflict manually. Second, we like the Notes field for adding distribution-fights information. These are murky waters, so that Notes field just might come in handy in some as-yet-unforeseen way.

**Pricing.** The cost of a network license for Connections 32 begins at \$24,995; starter-kit pricing begins at \$15,395. An additional data preparation workstation license costs \$4,595, and additional client licenses are \$55 per seat.

**Lexis-Nexis partnerships.** CNI has agreed to distribute the entire NewsView Solutions line of products. Also, Associated Press and Lexis-Nexis have extended their archival news agreement, allowing customers of the Nexis online research service access to AP's National DataStream wires through the end of the century and access to the 1996 general election results wire.

The AP national wires were the first database loaded onto the Nexis service when it was started in 1979. In addition to the DataStream archive and the general election wire, Lexis-Nexis also distributes the AP Political Service, AP Online, AP Executive Morning Briefing and AP International Wire and the German-language AP news service.

### **SRA NetOwl links to established databases**

You may recall that we were very impressed by SRA's archiving system last year (see Vol. 2.5, No. 1). Intermezzo, previously called Sinfonia, allows users to query numerous heterogeneous databases simultaneously. This avoids the need to convert legacy data into a new format by allowing users to access databases they already have installed.

This year, SRA introduced two new products: one that builds on Intermezzo and another that stems from SRA's NameTag technology, which relies on semantic and syntactical references to retrieve data.



NetOwl. Priced at \$4,995, NetOwl builds on the functionality of NameTag. It allows the user to select a URL, index it and automatically link it to other information that is already indexed. For example, if one were to index the Seybold Bulletin archive page, NetOwl would automatically supply links to company pages that are already indexed.

NetOwl can be used to index internal as well as external documents, including news feeds. This provides a great resource tool for corporate-wide data as well as other information. NetOwl also allows you to group information based on people or entities and view only the current data.

NameTag can also be integrated with NetOwl to offer its linguistic characteristics for use with an archival system. NameTag would generate a list of possible choices based on a search term, such as a company name.

INLS. Although it did not demo it, SRA announced plans to create an Intranet Newspaper Library System based on its Intermezzo product. Using Intermezzo as the front end, INLS will be a complete archiving system, having direct hooks into wire services as well as text and image archiving capabilities. A Web browser will be used as the client software.

SRA describes INLS as a double-archiving system that will provide access to daily as well as archived information--something most other systems do not do. Users will be able to search for and retrieve documents that have just entered the system, in addition to archived information. This means that editors will have immediate access to current information coming over the wire and will retrieve background material as they build their stories.

SRA accomplishes this by storing current information in a temporary archive and archived information in a permanent archive. Both archives use Excalibur's RetrievalWare 5.0 as the full-text natural-language indexing and search platform. Security, history and usage data are stored in an Oracle RDBMS system that is linked to the permanent archive through the INLS Query Manager.

SRA will create a user-friendly way to add documents or photos to the system and accept IPTC header information. Security features allow permission protocols to be set. For example, access to unwatermarked photos, or delivery of a photograph with a watermark applied through SRA's software algorithm, Imprint, can be allowed.

SRA plans to incorporate photo editing functions, such as cropping and rotation as well as interfacing with production-pagination systems.

Like Intermezzo, INLS can be linked to other existing databases so that legacy databases need not be converted. SRA sees INLS as a core technology that can be customized to meet a client's needs.

Priced at about \$125,000, INLS will include text and image archiving software.

### **New Stauffer system supports Web, NT**

Stauffer Media Systems announced plans to release a new archiving product designed to store a variety of different file types. Called Voyager, the system will run under Windows NT and use Netscape or any other frame-enabled Web browsers as its sole client software.

The new product will be based on an ODBC-compliant relational database. Initially this will be Microsoft's SQL server, with an Oracle version to follow.

Voyager will be able to index eight different elements: stories, headlines, captions, photos, graphics and illustrations, full pages, audio and video. Stauffer feels that a newspaper's ever-changing needs will be met with Voyager. It will be possible to archive not only elements from editorial systems but also ads and graphics. Stauffer's system exports files directly from Xpress, linking text and images automatically.

Users can search on any number of fields, including dates, categories, publications, captions and bylines. Searches can also be performed on text, synonyms, quick (key) words and phonetics. Wildcard searching is also supported. Depending on how the information is linked together in the database by the librarian, search results are displayed together with all related elements, such as text with photos.

Since the client software uses a Web browser, a newspaper will be able to customize the way the system looks and feels. Stauffer has no plans to incorporate tracking or billing functionality into its initial release, but it says that Voyager will be able to link into these types of systems.

Pricing and marketing. Stauffer is still in the alpha stage of development and plans to begin beta testing in early fall and shipping by the end of the year. Its goal is to provide an affordable way for newspapers to archive a variety of information.

Stauffer projects that Voyager will be priced at around \$15,000. Users will also have to purchase a database license for \$3,000\$4,000. Stauffer is encouraging prospects to invest in its library system now and begin the

archiving process and then upgrade to Voyager.

From the demonstrations at the show, we noted that Stauffer has a long way to go before bringing this product to market. Its biggest hurdle will be converting legacy data from its library system into the new format. Stauffer speculates that it will use a parser to convert the legacy data, but will allow users to fix manually any inconsistency due to input error.

Another problem detected at a demonstration was lack of support for fuzzy logic; as a result, a search on a misspelled name failed. We were told, however, that this capability will be included in the released product, along with dynamic, user-definable fields.

Only the client side of the product was demonstrated at the show, as the administrative side has not yet been fully defined. But Stauffer informed us that it intends to keep it simple, using drag-and-drop functionality to link relevant material together.

Initially, Voyager will be made available for Windows 95 and NT. A Mac version may also be available.

### **T/One adds text to Merlin photo archive**

T/One's Merlin archive was originally designed to handle only photos. Now T/One has developed a text archiving module that allows users to search for both text and photos from a single interface.

The text module will be available in about two months and will provide linking capabilities between text and photos. The system will support free-text, phonetic and Boolean searches as well as keywords, dates, captions and bylines. The system will also support online ordering, allowing users to request information for a fee.

T/One also demonstrated Merlin 3, the latest release of its photo archiving system. The new version sports a new user interface as well as some added functionality. Users can now save queries and define them as menu items for quick access. Images can be grouped together and common keywords applied to all photos in that group. Files can be protected to prevent them from being deleted from the archive. Automatic purging at a user-specified time has also been added. All images that have not been published or protected are purged from the system.

Using T/One's Webmaster product, Merlin users can access the archive over the Internet.

The Merlin Archiving system now offers dual 150-MHZ Pentiums (originally it supplied 90-MHz CPUS) and costs \$52,500.

T/One also announced Merlin Light, a scaled-down version of its Merlin archive. It features the same server architecture but comes with only one Pentium PC. Some advanced features have been removed to meet the needs of those with lower usage requirements. The system is targeted at smaller newspapers that need to get into photo archiving. It will be priced at around \$35,000. Merlin Light can be upgraded to the full Merlin archive system.

### **Wieck adds Internet access**

Wieck demonstrated how it uses the Internet to provide access to its image archive. Wieck plans to incorporate the Phrasea database system by the end of the month, allowing Wieck to move its database inhouse. Wieck has also added an E-mail advisory feature that informs editors when photos of interest to them are available in the system. Editors also receive a thumbnail of the image to help them determine if they want to retrieve the high-resolution file.

Wieck also offers a service called the Webmaster's Friend, which allows corporations to link their Web sites to images they may have stored on the Wieck system.

1 Cybergraphic spells it CyberSell.

PHOTO (BLACK & WHITE): APT's DewarLink. With APT's interface to the Dewar System IV, the APT user can log into the Dewar database by selecting the Dewar system department and file list (foreground) and drag stories (left) into the ACT system for pagination (right, background).

PHOTOS (BLACK & WHITE): APT's classified display. Left: APT's new classified system has a revamped main screen including most of the required information. It shows the adtaker's form (upper/left), the actual text of the ad (center) and a nice calendar for ad scheduling, which supports clicking on dates, dragging the cursor across multiple dates and so on. Buttons labeled "more" can be clicked on to bring up additional windows. Right: When a customer calls and needs detailed information, these windows pop up in front of the main window, providing detailed customer information and ad payment status.

PHOTO (BLACK & WHITE): Setting up APT's classified. An ACT publication is set up with this screen, including specification of classified sections, categories, column margins, etc.

PHOTO (BLACK & WHITE): Tracking with Baseview. Three ways to find the status of a page or an element on a page are the thumbnail view, the page view and the Inspector palette. Below each thumbnail is a thermometer that uses colors to show how close a page is to deadline--either before or after deadline. This Inspector's view is of a selected element on the page, but there is a similar view for each page.

PHOTO (BLACK & WHITE): PageWatch's view. Baseview's list view shows the status of each page and each page element. The list includes all items that fit the search argument specified at the top (publication, date, section, etc.).

PHOTO (BLACK & WHITE): AdManagerPro takes ROP ads. Baseview's new ad-entry system has an improved user interface and the ability to handle ROP ads in addition to classifieds. Here the main window is nicely organized by function, with a separate window (lower right) for ROP ad information, which replaces the wysiwyg window used in taking class ads.

PHOTOS (BLACK & WHITE): CCI Edit--PC and Mac. Left: CCI showed its NewsDesk application running on PC under NT. Here we see Word (CCI Edit) and CCI ProofView. ProofView shows the results of the CCI H&K in a WYSIWYG mode. Right: CCI also showed its AdDesk running on a Macintosh. Here a Macintosh is running Xpress with CCI Edit accessing the CCI ad database.

PHOTO (BLACK & WHITE): Cybergraphic in action. We are impressed with what we have seen so far of CyberNews and CyberPage, which is being used to make up this page. Note the picture desk open, several other desks open in the background (arranged by Smart Desktop) and the Properties Box visible.

PHOTO (BLACK & WHITE): DT Publications Database. One set of database servers can be used for many roles with Digital Technology's Publications Database. A newspaper with several geographical sites can utilize information from any of the sites; e.g., photos from a graphics directory in Atlanta can be used to illustrate an article at another location.

PHOTO (BLACK & WHITE): EdBase filing system. ESE's EdBase provides flexible file management, with fully customizable fields, the ability to move columns manually, etc.

PHOTO (BLACK & WHITE): ESE interfaces Xpress and World. This is what a Word editor sees after sending a story to Xpress for H&J. The headline, in a protected section, "fits OK," the message says, but the story is 6 lines underset. Farther into the column we see a column break. Note that ESE has

created a custom toolbar with buttons to un-H&J a story and to show or hide

PHOTO (BLACK & WHITE): Advance Sales for Windows 95. Freedom Systems showed an early version of an advertising system for Windows 95. The user interface was developed from a Macintosh one used with another FSI product. Note the ad list at the bottom of the screen and compare this with the photo on the next page, where the ad text fills the left-hand portion.

PHOTO (BLACK & WHITE): Routing with EdBase. ESE's EdBase system offers this facility for sending files from one desk to the next. The route is listed on the right. An editor can send a story on to the next stop or back to the previous one by clicking on the appropriate item.

PHOTO (BLACK & WHITE): FSI uses Xpress. FSI's Advance Sales for Windows 95 uses Xpress to input and H&J each ad to determine pricing (window, left). That guarantees getting the same line endings during pricing and final output, but it also requires all adtakers to have machines equipped with Xpress.

PHOTO (BLACK & WHITE): The new Newton. Terry Borchers of FSI demonstrated the use of the latest Apple Newton message pad in the FSI booth. Here he has plugged in the keyboard for use as a better input mechanism than the pad, but he said the pad does much better with handwriting than it used to.

PHOTO (BLACK & WHITE): Intergraph's Workflow Manager 4. The Administrator function provides access to all ads in progress, plus historical tracking and retrieval. At left are ads organized by publication and section. At right are ad demerits, including logos and pages. Tools are accessed by pulldown menus, such as this one to generate a report.

PHOTO (BLACK & WHITE): Workflow Manager Builder. An unlimited number of workflows can be created using the Builder module. Steps are set up through dialogs at right and represented graphically at left. This step must be completed one day before the due date, so the system will calculate the actual deadline after the due date is specified.

PHOTO (BLACK & WHITE): The Intergraph Workflow Manager Desk. The Desk presents the user with all the necessary ads and ad elements required for production. The listing at left is similar to that of the Administration (see previous page), but this one includes only JackS's work. The client workstation can be either a Macintosh or a PC.

PHOTO (BLACK & WHITE): PPI map for upselling. Publishing Partners International has put maps and geographic information in its database to help

ad takers upsell their ads. For example, the adtaker could use this map to try to sell a customer on the idea of expanding an ad to new regions.

PHOTO (BLACK & WHITE): PPI map for canvassing. PPI maps also can be used for canvassing. This is a map of past advertisers, which can be used by sales representatives to try to bring them back into active advertiser status. The database also supports the need for sales personnel to track accounts they need to call back.

PHOTO (BLACK & WHITE): GoodNews. Software Consulting Services featured its GoodNews editorial system, which provides interactive H&J (left) and a WYSIWYG preview (right). Interactive H&J shows line endings and actual hyphens, but it doesn't show typographic information--loose lines, the reduction of intercharacter spacing for justification, etc.--as some systems used to do.

PHOTO (BLACK & WHITE): SCS/Track. Although the user interface is pre-Windows, SCS/Track supports extensive functionality. At the top is a listing of jobs with their deadlines, priorities and notes. Below it are the jobs that have been checked

PHOTO (BLACK & WHITE): Ad-Star client. A new feature of the Remote system is true local H&J based on the typographic parameters in use at the target newspaper. Here we see the text of an ad (not H&J'ed) and the order information.

PHOTO (BLACK & WHITE): Ad-Star Fax Management. The fax image is on the right. On the left we see the text after an OCR program converted the image to ASCII text.

PHOTO (BLACK & WHITE): Constable Mercury. ImageNet's ad delivery system provides a standardized entry system for creating an electronic job ticket for display ads. Fields are based on requirements set by the NAA EDI committee. Popup menus reduce input mistakes. Information regarding the advertiser is automatically filled in.

PHOTO (BLACK & WHITE): Acrobat plug-ins. ImageNet provides plug-ins for Acrobat to allow users to view and print EDI job-ticket information. When printing, the Print It EDI plug-in places EDI information at the top of the page and a reduced version of the ad with "proof" written on it at the bottom.

PHOTO (BLACK & WHITE): Internet personals. Several newspapers are already using MicroVoice's system. Users can view how many ads are available for each category, even before a search is performed. This helps

notify the user of categories with little or no ads to avoid unsuccessful or limited search results.

PHOTO (BLACK & WHITE): MicroVoice search results. Results, which are displayed in a table layout, allow users to respond to E-mail addresses, if available, or via a 900 number. The system displays the total number of exact exact matches to a query as well as partial matches broken down by category.

MAP: WHITE): MapQuest. Network supplied mapping and turn-by-turn directions from one point to another. Here is a map generated using GeoSystems' Interactive Atlas.

PHOTO (BLACK & WHITE): HookEd. Koz's application allows editors to view, sort, search and edit incoming wire stories and submit them for publishing to print or to the Web. Editors can view fielded information associated with the story and edit it directly in HookEd. A hierarchical tree directory makes it easy to check stories into a specific section. The interface also allows a user to link a story to other online stories.

PHOTO (BLACK & WHITE): The IBM solution. IBM's Web services allow newspapers to brand IBM's integrated suite of applications. Although the interface is customized, IBM has added a unique navigational facility that displays the contents of a site in a hierarchical view. IBM feels that this allows users to move around more easily than does the traditional method of placing a navigation bar at the top or bottom of a page.

PHOTO (BLACK & WHITE): NewsTicker. IBM is supplying free news retrieval software at its InfoMarket site. NewsTicker displays the latest headline in a ticker-tape fashion. Double-clicking on the headline displays the full text of the article in a Web browser. Users can choose from a variety of news sources. Other setup options include scroll rate and refresh time. out.

PHOTO (BLACK & WHITE): AP Archive Search Window. With the choices selected in this window, our search results will be a mixture of photos and text, positioned on the screen like the ice hockey thumbnails on the left-hand side of the photo on the next page. There will be a column of thumbnails at left, with the accompanying text to the right. (The AP Archive Search Window is subject to change.)

PHOTO (BLACK & WHITE): AP Lightbox applet. In the screen at left, the small box preceding the text symbolizes the Lightbox (see AP story on previous page); how this box is marked indicates status. The screen at the top right displays the contents of the Lightbox named "IceHockey." At the bottom right



is a Lightbox mail form.

PHOTO (BLACK & WHITE): DataTimes search screen. We searched for "Cal Ripken" in the 1995 archives of the Daily Oklahoman, the first site to allow linking of photos to text. From the relevancy-ranked result list at right, we chose the story with the headline, "A Hot Time Had by All as Baseball Takes a Break." Pertinent statistics are at the left, with the scrollable text below.

PHOTO (BLACK & WHITE): DataTimes links photos to text. Thanks to the new agreement with AP that allows linking of text and/iP photos, our search on "Cal Ripken" was able to deliver this photo of baseball's Iron Man.

PHOTO (BLACK & WHITE): EDS's Media Vault. Media Vault allows users to search across multiple databases. The Library screen (left) provides a choice of databases to search. The search screen (top) allows users to identify search criteria. A list of synonyms can be viewed to help narrow a search.

PHOTO (BLACK & WHITE): Multiple indexing schemes. Media Vault can display display re-suits in a contact-sheet-style layout. Clicking on an item reveals the indexing information associated with the file. Searches retrieve results based on all indexing schemes associated with a file. Users can browse through the tabular dialog to view other indexing schemes.

PHOTO (BLACK & WHITE): Adding items to the database. Media Vault provides an easy-to-use interface for adding items to the database. Users identify the item to be indexed, select an indexing scheme and fill in the fields. Users can also index items from a list of predefined categories.

PHOTO (BLACK & WHITE): EDS intranet. EDS's WebVault provide point-and-click access to any database on a corporate-wide intranet. (See another photo, below.)

PHOTO (BLACK & WHITE): WebVault. EDS can provide point-and-click access to any database on a corporates-wide intranet.

PHOTO (BLACK & WHITE): Iota's high-end CapturePro. The CapturePro supports unattended batch file processing. Files are scanned in and run through OCR and pattern matching. Unrecognized files are stored in a basket for manual fixing.

PHOTO (BLACK & WHITE): Iotas low-end MyDesk. This low-end system allows anyone to index and archive files. Users can store files in cabinets for easier access.

PHOTOS (BLACK & WHITE): New from Iota. Top: Iota's technology has now been ported to the Web. Users can perform a search and the system displays a list with a "strip" of the image file. Bottom: Clicking on the link reveals the full image with hits highlighted in red.

PHOTO (BLACK & WHITE): WebDesk page layout. This is Lexis-Nexis's automatic URL Ad Link.

PHOTOS (BLACK & WHITE): Lexis-Nexis's World Wide WebDesk. Left: It's easy to design and alter Web pages by dragging and dropping components into different tiers on the tree hierarchy. Center: In this screen, changes have been made to the design illustrated in the photo at left. The headline about Stephen Lyman (who is lost in Yosemite) has been edited and moved, and the story order has been changed. Right: We have expanded the Web page design by opening the image palette for photos. The top left-hand corner of the square icon at the left of the tree hierarchy is originally black and white but gets a colored pattern with the addition of photos. A colored pattern at the bottom right of the icon indicates ads.

PHOTO (BLACK & WHITE): Below: Lexis-Nexis mintages byline rights. Menu selections on the Connections32 Prepare Story screen (the larger screen in the background) include Authority Lists and Distribution List; fields include Keywords, Byline, Headline, Images, etc. The Story Distribution screen (on top) shows that a byline rights conflict has occurred.

*Our coverage of the show has been prepared by Andrew Tribute, Stephen Edwards, Rosanne Rossello, Bill Drennan and Christina Fischer*

Freedom System Integrators announced that it is adding Phrasea to its product line. We were told that Phrasea is available in Spanish, French and English; also, an Arabic version of the client software is available on request. Release of a localized version for the Chinese and Japanese markets is a target for year-end.

The most whimsical story we heard about a localized version of Phrasea pertains to the Thai version running in the Bangkok newspaper Thai Rath. Installation was begun in September of 1995, but the system was not operational until April 1996 because it took some time to fix an unforeseen glitch: In Thailand, according to the Buddhist calendar used there, it's now the year 2539--but the Macintosh stops at the year 2008!

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**Gort, ELaine**

---

**From:** Tobe, Tamie (ASRC)  
**Sent:** Thursday, January 17, 2002 4:50 PM  
**To:** Gort, ELaine  
**Subject:** RE: Seybold Report on Publishing Systems

Elaine,

The direct link below does NOT get you to the report but if you've authenticated it should get you beyond the firewall to EBSCO.

Another way to get to Corporate ResourcesNet is to go to the NPL page  
<http://ptoweb/patents/siradmin/stic/sticnpl/index.html>

Under the second section **General, Business & Science Sources** the second selection is Corporate ResourcesNet. Click on the link. Once the CRN screen comes up then click on one of the ENTER buttons. Search for 'Nexpo '96' and you will get 5 records. I believe the record you want is the top record. The report is 51 pages.

I'm also going to send you a link to Baseview Products (they publish AdmanagerPro). No luck in locating any of their manuals.

Tamie

-----Original Message-----

**From:** Gort, ELaine  
**Sent:** Thursday, January 17, 2002 4:40 PM  
**To:** Tobe, Tamie (ASRC)  
**Subject:** RE: Seybold Report on Publishing Systems

Hi Tami,

I cant seem to locate "corporate resourcesNet/EBSCO" on my desktop. have any ideas. Is there another way to see it. The link didnt work.

-elaine

-----Original Message-----

**From:** Tobe, Tamie (ASRC)  
**Sent:** Thursday, January 17, 2002 4:07 PM  
**To:** Gort, ELaine  
**Cc:** Lehman, Karen  
**Subject:** Seybold Report on Publishing Systems  
**Importance:** High

Elaine,

If you want to see the entire electronic version of the Seybold Report on Publishing Systems -- this is the document/report that I sent to you in KWIC format -- it's available in its entirety electronically on your desktop via Corporate ResourceNet/EBSCO.

The citation:

Title: Nexpo '96, II: Editorial and advertising systems and electronic publishing.

Source: Seybold Report on Publishing Systems, 7/29/96, Vol. 25 Issue 21, p3, 51p, 49bw

Author(s): Tribute, Andrew; Edwards, Stephen

Subject(s): NEXPO, 1996

Abstract: Part II. Reports on the 1996 Nexpo show. Editorial and advertising systems; Electronic delivery of advertisements for print; Posting of classifieds on the Internet; Tools for publishing on the Internet; Electronic archive and retrieval systems; Vendors' introduction of their products; Features and functions. INSET: When the Mac was thwarted by the Buddha.

[http://ehostvgw1.epnet.com/ehost.asp?key=204.179.122.130\\_8000\\_-940652814  
&site=ehost&return=n&profile=crnhost](http://ehostvgw1.epnet.com/ehost.asp?key=204.179.122.130_8000_-940652814&site=ehost&return=n&profile=crnhost)

(I'm not certain if the above link will actually take you to the full-text document or not)

I just checked both the STIC catalog and the Library of Congress Catalog and do not see ANY references to a software manual with AdManagerPro or AdSearch in the title.

I will dig a bit more but do not hold much hope in finding a manual. I will be out of the office tomorrow so am ccing Karen on this message.

Tamie Tobe  
EIC 3600  
PK5 6X12

**Gort, ELaine**

---

**From:** Tobe, Tamie (ASRC)  
**Sent:** Thursday, January 17, 2002 4:07 PM  
**To:** Gort, ELaine  
**Cc:** Lehman, Karen  
**Subject:** Seybold Report on Publishing Systems

**Importance:** High

Elaine,

If you want to see the entire electronic version of the Seybold Report on Publishing Systems -- this is the document/report that I sent to you in KWIC format -- it's available in its entirety electronically on your desktop via Corporate ResourceNet/EBSCO.

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[http://ehostvgw1.epnet.com/ehost.asp?key=204.179.122.130\\_8000\\_-940652814  
&site=ehost&return=n&profile=crnhost](http://ehostvgw1.epnet.com/ehost.asp?key=204.179.122.130_8000_-940652814&site=ehost&return=n&profile=crnhost)

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Tamie Tobe  
EIC 3600  
PK5 6X12



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## ***NEXPO '96*, II: EDITORIAL AND ADVERTISING SYSTEMS AND ELECTRONIC PUBLISHING**

### **Editorial and Advertising Systems**

In our overview of the show in our last issue, we noted some of the developments regarding editorial and advertising systems. They included the idea that the American newspaper market is starting to realize that there may be life without Word and Xpress, for those who place a higher priority, on tight integration than on using off-the-shelf software components.

As we pondered that situation, we came up with our Big Four vendors of pagination systems in the market today. Interestingly, they use a variety of different software modules for editing and pagination, and they came from a variety of places: one from the U.S. (Harris), one from Australia (Cybergraphic) and two from Europe (CCI and Unisys). Their stories follow.

NT in charge. Another notable development was the dwindling support for the Macintosh as Windows NT comes on strong in the role of server platform. (NT and Windows 95 seem to be sharing the client role.)

Our review of the systems on display at *Nexpo* will note again the predominance of NT, not only among the larger systems mentioned in our last issue, but also among the smaller system vendors. Both Freedom System Integrators and Advanced Publishing Technologies, which offer two of the more

popular systems for smaller and medium-size newspapers, featured NT systems with SQL databases.

Baseview still leads Macs. Bucking the NT trend is still Baseview, which offers a Macintosh system that is installed in 1,800 sites, the company says, and currently appears to be outselling Quark's QPS handily. Quark's goal of selling more systems than all other vendors combined has proved to be elusive. Although Quark claims to have increased its customer base by 40% in the last year, its sales total to date is barely 350 systems.

In any event, it appears that FSI, APT, Baseview and Quark are solidly in control in this market, although ESE finally may be ready to pose a challenge. One of the primary players of the past, especially in the classified market may be falling by the wayside. Synaptic Micro Solutions failed to show up and use its booth.

Integrators at large. Integrators are playing an ever larger role in the industry, led by Computer Network Integrators (CNI), with its 70 or so customers, as American Computer Innovators (ACI) and Electronic Data Systems (EDS) try to catch up.

Classified pagination next time. We were unable to get our report on classified pagination here, so it will follow next time.

### **APT shows NT, SQL, new Classified**

Advanced Publishing Technology had important news both in sales and in product development. First, the company's effort to penetrate the newspaper groups is paying off. Second, it showed a system running completely in an NT server environment with a Microsoft SQL database engine. APT said it also supports Oracle and Sybase. The new operating environment will enable APT to address larger papers, with circulations up to 100,000. It also will help to streamline customer service. With these new application modules built around the same database, a customer can make one call and deal with both classified ads and accounts receivable. (A new Accounts Receivable package integrated with classified and display advertising was introduced in Las Vegas.) Effective with the next release, APT says, callers will be able to deal also with circulation issues in the same call.

Sales. On the sales front, APT fulfilled a goal it expressed at last year's show: to make serious headway in selling systems to newspaper groups. It reported orders from six groups:

- Gannett--the Marion (IN) Chronicle-Tribune (circ. 20,000) and the Danville (IL) Commercial-News (circ. 22,000), with a possibility of several more this year.
- Freedom Communications--a group of newspapers in Texas using a Dewar System IV. APT is interfaced to the Dewar database.
- Park Communications--the Waynesboro (VA) News-Virginian (circ. 10,000).
- Media General--six sites acquired from Worrell.
- World Newspapers--Kearney (NB) hub (circ. 14,000)
- Cahners Publications--The Daily Variety (CA) (circ. 25,000)

These sales bring to 40 the number of customer sites using APT systems, of which all 40 are running



editorial, 18 classified and ten business applications.

APT also announced that it has hired Ken Barber, formerly of Unified Publishing Systems, to head up the Northeast office.

DewarLink for editorial customers. Three of the editorial customers are now running under NT. The key new development for editorial users is DewarLink, which was developed for Freedom Communications. It enables a group of papers in Texas to continue to use existing Dewar System IV configurations alongside ACT systems. A reporter or editor can open a window into a Dewar database and "drag and drop" stories into ACT. APT expects to find a market for Dewar users wanting to use the ACT pagination program. It estimates that there are 35-40 Dewar System IV customers in the field. The Dewar interface was the first one APT developed because of the Freedom order in Texas, but it plans to add interfaces to other systems in the future.

Classified revamped. The classified program has been extensively revised. Changes include the development of an integrated word processor, a new screen display for the ad form, an interface to an inexpensive scanner for handling faxed ads and software for putting ads on the Internet. The integrated word processor enables APT to match the H&J of the Xpress pagination program much more closely than it could be matched using a program like Word, which makes it possible to price ads accurately while taking them over the phone. That had been a problem with its earlier approach, which used Word with Xpress. The new program H&J's the file and sends forced line endings to Xpress, thus maximizing the chance that the results will be the same.

In the adtaker's display, APT has followed a trend common in the industry these days by using fewer screens to show the required information. It now displays the text of the ad on the screen next to the ad form. The new look also features an attractive, easy-to-use calendar. An enhanced pricing routine supports more ad types (including, for example, nonprofit organizations) and enables the cross-selling of display ads and classifieds. User-selectable rate codes and customer contracts are now available. If a customer inquires about a price, the adtaker can call up the rate formula used to calculate the price and explain it. Alternatively, the adtaker can use the formula to quote prices for other combinations of ads.

APT has added support for OPI so low-resolution versions of ads can be used on the screen and swapped for high-resolution versions on output. A system of hot folders is available to move ads through the workflow and to purge them. The purge routine deletes both low- and high-resolution versions.

Another new capability is support for the Visioneer Paperport scanner and Caere OmniPage OCR software to enable classified departments to receive ads by fax and convert them to editable text for publication. The screen displays the text so the user can correct any OCR errors and enter typographic information.

Creating Web pages. A standard feature of the classified program is the capability of converting ads to HTML for posting on the Web. The ad section can be processed by classification or as an entire section. The initial implementation is quite basic, but APT plans to add enhancements to give the user control over setup parameters, placing boxes around ads, specifying defaults for fields such as the advertiser's city, and so on.

Ad dummyming. APT has added features to its ad dummyming program, but the best is yet to come, we were told. New this year are features enabling the user to control the percentage of pages that can contain ads, the ability to flow the ad section with space reservations for ads that haven't arrived yet,

and a verify routine to inform the operator of any ads that have been placed outside the printing area. However, next year the program will be on a par with the best ones available in the industry, APT said.

**Pricing.** An ACT system is priced at \$10,000 for the server software and \$1,000 per workstation for editorial or classified software, not including Word and network software.

### **ATS unveils NewsDesk, AdVisor**

Advanced Technical Solutions unveiled what were effectively two new systems--one each for editorial and advertising. We had seen the Osiris editorial system many times, but this year it had such significant changes that it has been renamed the NewsDesk Publishing System. It is now fully ODBC compliant, although Sybase is the database of choice. Previously the product had used the Agile WorkBase database. The new database runs with an NT server, but the hardware platform is open to a variety of different systems. All clients run on pcs under Windows.

Overall the system looks very much like similar systems with a customizable, spreadsheet-like view of the database that is viewable from within the editing and pagination systems. The editor is a customized version of Word. Pagination is done using Xpress. However, there are some significant differences from other Word-Xpress products.

**Pagination with or without Xpress.** First, there is an alternative to Xpress for pagination: ATS QuikLayout, a full layout and pagination system. Page layouts are planned in QuikLayout by creating or placing geometry and styles on the page. This can be done either by creating shapes or by dragging predefined shapes and styles (furniture) onto the page from libraries. These shapes are compatible with Xpress shapes. (Xpress also can be used for planning pages.)

A reporter working in Word can write copy to fit these shapes.

Second, ATS has its own composition system, StyleDesk, so if the page is fully made up and output from QuikLayout, it doesn't require using Xpress's composition capabilities. Alternatively, pages can be finished in Xpress using Xpress's composition.

A key benefit of having this full composition system available through Word is that accurate headfitting can be done within Word. But if Xpress is to be used for composition, Xpress recomposes all text because it currently isn't possible to "lock" the results of the ATS composition operation and send forced line breaks into Xpress.

A second benefit of this approach is that the use of predefined page elements means that elements can be locked, thus allowing multiple users to work on the same page in Xpress at the same time.

Overall, the ATS pagination options are excellent in that they allow most pages that have straightforward, rectangular elements to be output directly from QuikLayout, while pages that have more complex shaping requirements can go through Xpress. It is possible to import ad dummies from other systems, currently including Atex Architect and SCS Layout-8000.

**Status.** StatusDesk is a separate application that can run on a pagination workstation or on a separate workstation. It supports a large monitor to allow many people to view the progress of pagination. Here, pages display geometry with different colors to show status. It continually monitors the database, changing dynamically as the status changes. Multiple pages can be viewed at one time, and a running display at the bottom of the screen shows the status of all pages. For handling images within the

editorial workstation the Image Handling module allows for basic viewing, cropping, scaling and rotation of images. This is similar to the Unisys Hermes system. It enables the normal editorial work on images to be done without the complications of using Photoshop.

In perspective. The new ATS NewsDesk Publishing System is well thought out and well implemented. In some ways it reminds us of the P.Ink system--the customizable database, and the dual composition routes through a layout application and Xpress.

The first system has been sold to the Nashua (NH) Telegraph. It will comprise a pair of NT file servers with a Sybase database, linked to 44 PCS over a 100-megabit/sec. Fast Ethernet network.

Advertising with AdVisor. Also new from ATS is AdVisor, a classified ad booking system running on a platform similar to the editorial system's. It runs with a Sybase database under NT or Unix. Clients run under Windows 95. Workstation software, which requires 16 MB of RAM, is written in Visual Basic. Part of this application--the desktop view of the database--is accessible to qualified operators so they can fully customize all the screens. The system is undergoing beta testing and should be running live in September.

As they are in a number of other new advertising systems, text editing and composition are done using Word. As an alternative in the future, the ATS StyleDesk composition routine will be accessible from within Word.

Word templates, which are associated with specific publications, are used to handle ad styles. The pricing algorithm--again like that of some other new systems--is written in Excel and Visual Basic, making it easy for users to customize rate structures. Similarly, generation of custom reports using Crystal Reports is easy, as is building the ad manifest to pass to ad dummyming systems.

The screen displays are effective, using folders and tabs to move to different phases of the ad booking process (like the internal setup of most Microsoft applications).

From what we saw, this new system looks promising, although many items remain to be added, including the handling of ROP display advertising, alternate quoting of ads, links to commercial systems and the provision of a contact-driven canvassing system.

AdSearch. ATS also unveiled an innovative application for building searchable advertising over the Internet, starting from existing advertising databases. This capability will be covered under Miles 33 (see p. 35), which developed the system in the UK. ATS has the U.S. distribution rights.

#### **Agile: Newsweek system, Mac client**

*Nexpo* was a very significant show for Agile Enterprise. It was its first exhibition since completing the installation of a 240-seat Teambase system at Newsweek, where it will replace an aging Atex system. The new system uses twin 133-MHZ Pentium PCs for servers and 120-MHZ Pentiums for clients. The network runs under Netware 4, and one of the two servers works as a backup under SFT3.

Overall, the system looks impressive and seems to fit well the role of an Atex replacement. (Agile, after all, was founded by former Atex personnel.) The system has been set up to replicate most parts of the Atex workflow and it uses Atex codes for functions. (We understand that some of the Newsweek desk editors are such diehard Atex devotees that they have never used a mouse and don't intend ever to use one.)

The system reflects the way the Atex system has been used to produce the magazine. However, that isn't to say that the Agile system has to work in this way. We were advised that it can be customized to replicate other systems or to be used as a straight TeamBase system.

Teambase. In its basic form, as we have reported in the past, TeamBase rims standard Word and Xpress software in the workstation, plus a specialized database approach using modules from Faircom. Certain aspects of the database are held in the servers and others are held in each workstation on the network. The view of the database is provided through Excel, which allows for a very customizable approach to what we used to refer to as directories. It could be said that Teambase fits somewhere between a fully open, shrink-wrapped package using a standard database, at one extreme, and a partially proprietary system at the other.

One thing that is certain, though, is that, whatever you call it, it is very slick in operation. In the Atex tradition, it is set up to handle key editorial functions very well, linking Word functions to specialized macros and routines. This is exemplified in the handling of revision levels for articles and the use of "reference sets" to give virtual views of items in directories. It employs browsers to look at these reference sets, which allows rapid viewing of partial stories in a "copy-tasting" mode, as our British colleagues call it.

Mac client. The latest development is a port of the client application to the Macintosh (movement against the flow these days, as most ports seem to be from the Mac to Windows).

The Mac currently doesn't offer the full functionality of the Windows version because of differences with the Mac Excel application in linking to other applications. The Mac version currently uses special browsers to view the database. Agile says its next big installation will use a large number of Macintoshes.

### **ACI shows Dynamic Pagination**

American Computer Innovators returned this year with a later version of the Open Pages system that made its debut last year. The key enhancement since last year is Dynamic Pagination, which ACI had announced last year as a forthcoming development. It is now here, as we will comment later. But first, we'll review the basic system architecture.

It is a database-driven editorial system built around Word and Xpress. Oracle provides the database. As we noted last year, ACI got where it is now by starting as a DewarView integrator, but saw limitations within DewarView and decided to build an alternative approach. A year later, after seeing the updated version, we'd say that its database structure appears better than DewarView's, providing automatic updating of data among the different applications, but that the integration, file handling and directory functions aren't as good as DewarView's. The links between applications lack the seamlessness of DewarView.

Our conclusions here are based on what we saw and what we were told at the show in answer to questions. However, when we presented our views to ACI after the event, we were told that some key features exist in the system that would change our views. Since we didn't see them, though, it is difficult for us to evaluate them.

File access procedures. Word and Xpress are linked through a database profile screen that automatically fills in certain information when data are being saved to the database. This form is fully editable in terms of the fields in the database that are accessible. There is also a "quick retrieve" option

for reading data, which brings up a list of the latest items used. Built into the system is a capability for searching the whole database. Standard searches may be defined and saved for regular use in Quick Search (using a feature similar to one of Baseview's).

The system handles multiple versions, with a provision for comments to be added with the version when a save comes up. This shows also a list of available versions of each article.

Access to the database provided through a standard directory structure that is spreadsheet-like in nature. We didn't see multiple forms of directories, although we were advised that they are possible. We were told after the show that the view can be customized to show different amounts of text, up to the first 255 characters. It is possible to show this text outside the access form if space is a problem, ACI said afterward.

Of greater concern, in our eyes, was that we didn't see a fast, easy means of copy tasting, such as the automatic opening of stories successively as the cursor moves down the directory. In our demonstration, Open Pages required that the operator use the conventional manual facility for opening stories. However, here, too,

The system offers a facility for checking stories in and out of the database, such as to work on the road from a portable or to send a file over a communications network or via an electronic-mail system. When an article is checked in, it automatically updates the database through its document profile.

Dynamic Pagination. In a similar fashion to most systems that use Word, Open Pages provides Word macros for composition functions. Other macros handle filing and routing of copy at the time it is saved. Although the approach is good, we believe that ACI's implementation of Word macros isn't as fully functional as the implementations of some other firms using Word and Xpress.

ACI's approach focuses on doing final formatting and copyfitting in Xpress using a CopyFit Xtension. There is a Word macro, which wasn't shown to us, that compares the estimated depth in Word against the anticipated depth in Xpress.

Xpress provides the same database access as Word. Open Pages has developed-what it calls Dynamic Pagination to assist in building pages automatically from the database. The input from an ad reservation system automatically places ads on pages and into the database. Xpress is used to build the layout.

Another function, called Dynamic Sked, builds the editorial budget and allocates articles to pages. Articles can be selected from the Queue View (a subset of the content management system) and linked to the budget. Templates are assigned to budgeted areas to format the articles. Articles that haven't been placed automatically can be listed and assigned to pages using the "place text element" command, which defines their size and shape. This command encompasses the number of legs, column width, headline specs, etc.

After these items have been specified, pages should build themselves dynamically and update the database as they do so. This feature can take into account the needs of different zones and editions.

The use of the database enables tracking of workflow because every item has to be booked into and out of the database. In this way, Open Pages also can handle the management of display ads, logos and graphics.

Open Pages works with Windows 3.1, 95 and NT and with the Macintosh.

### **Baseview tracks pages, manages ROP ads**

Baseview Products, which continues to sell its Macintosh systems at an impressive rate in spite of Apple's problems, introduced some important new capabilities to broaden its system functionality. The key ones are a page-tracking program that provides a quick status report on how various pages stand with respect to deadlines; an enhanced ad management product that handles both classified and display ads in the same database; a hot-backup capability; and an interface to the Phrasea image and text archival system.

**PageWatch IQue.** Baseview has added a deadline field to its database, which enables it to track progress of Xpress pages with respect to the deadline. Deadlines can be set for each page. (There are no facilities for tracking separately the stories, photos and other elements on pages. They pick up the same deadlines as their page. Baseview said it may consider giving separate deadlines to page components in a later release.)

Deadlines are set manually for each page. At any time, an editor has four ways to determine the deadline status of any page:

- **Thumbnail view.** A display of page thumbnails shows the status of each page, represented by a thermometer whose length and color indicate how far the page is from its deadline--before or after. (This feature only deals with time from deadline. It doesn't show which pages are in use or what kind of activity might be under way on the way.) The particular pages that are displayed in this thumbnail view depend on the editor, who can ask for a section, a range of pages, all pages appearing a certain date, etc.
- **Page view.** It is possible to select one page from the thumbnail view and get a larger representation of elements on the page. This view is basically just a larger view of the thumbnail, although it also indicates items that have been assigned to the page but not yet placed.
- **IQue Inspector view.** For each page and each element there is a palette, called the IQue Inspector, that indicates the deadline for that item (the element inherits the deadline from its page) and whether or not the deadline has been met. To see this view, the operator clicks on the page or element in the page view.
- **List view.** In place of the page view, the system will display a list of pages and elements, including the status, priority and deadline for each one. The list view includes stories that have been assigned to a page but not yet placed.

In general, Baseview has done a nice job with its tracking feature. The graphic displays are nice. The use of color is helpful. The option of a list view is essential for use in certain situations.

Keep in mind, though, that PageWatch begins tracking only when an element is assigned to a page, making it an Xpress tracker, not a tracker of the entire editorial process. That is, it isn't a tool for an editor assigning stories to reporters.

Also note that, although Baseview's use of a thermometer and colors is good for indicating how close pages are to deadline, there isn't a similar means of determining how close to deadline individual stories and photos are. The thumbnail and page views show the status of each element, but they don't

tell if a story is five minutes from deadline or five hours from deadline. That can be determined by looking at the Inspector palette and calculating the difference between the present time and the deadline.

Nor is it possible to get a listing of all stories that are, say, 15 minutes from deadline. However, a search can be made for all pages that are late, have an "incomplete" status or a combination of the two. Those suggestions shouldn't detract from the well-thought-out implementation of page tracking. PageWatch IQue will be a welcome addition for most users.

PageWatch IQue was making its initial appearance at a show. It is scheduled for release in October and is priced at \$495.

AdManagerPro. Baseview has taken the ClassManagerPro package it introduced last year and replaced it with an enhanced version that supports display ads in addition to classified ads. Called AdManagerPro, it is a completely rewritten software package that uses the same database for all types of ads--classified liners, classified display ads and POP display ads. This not only makes it possible to consolidate billing and reporting of both classified and ROP ads, but also enables adtakers to deal more efficiently with advertisers placing multiple types of ads.

AdManagerPro has Baseview's accounting system built in, but alternatively it can be interfaced to other systems.

In conjunction with AdManagerPro, Baseview has introduced some enhancements, such as reducing the number of screen forms. The new main screen covers most functions, with optional screens to handle items such as overrides. Within the main screen, buttons are divided into categories by function. The WYSIWYG ad window displays classified ads as they will appear on the page, with logos and graphics in place. Keyboard shortcuts serve as alternatives to most mouse operations.

To handle ROP ads, a new window appears in place of the WYSIWYG ad window used for inputting the text of classified ads. The ROP screen accommodates space reservation information such as the date, ad type, color to be used, edition, page number and so on, plus the salesperson booking the ad. The system supports pricing of classified and ROP ad packages.

Among the enhancements to the classified functionality is a new use of color with the ad-insertion calendar. It uses up to 13 colors to show factors such as when ads have been run in the past.

The file of booked ads can be fed into Managing Editor's addumming program to place the ads and send the dummy back to the editorial system for page makeup. Classified pagination is provided by Baseview's ClassFlow.

ClassManagerPro, which was introduced last fall and has about 100 users, will be replaced by AdManagerPro when it is released this fall. AdManagerPro will be offered for the same price as ClassManagerPro, although using the features for ROP ads requires additional training, which will cost \$700 per day for an unlimited number of people.

Hot backup. The new hot-backup feature automatically records all data on a separate server simultaneously with recording on the main server. In the case of a malfunction of the main server, the system automatically switches to the backup unit and notifies each user that the second server is to be used. When the main server is running again, the system manager issues the command to restore it as the main server.

In the past, Baseview has required that all data reside on the same server. With the hot-backup feature, separate volumes on the same server can be supported and index files can be kept on a RAM disk. Previously, all of the data had to reside in the same folder. The feature will be available in October. Price will vary per seat, depending on the client.

Phrasea interface. Baseview has acquired the rights to distribute the Phrasea photo and text archiving system among its customers. Baseview said it planned to provide tight integration between its system modules and Phrasea. Baseview's existing Transporter software will be used to move stories from the database to the archive and vice versa. As of the show, Baseview was already taking orders for Phrasea, and it was scheduled to install its first system, in Ventura, CA, soon after *Nexpo*. (For more on Phrasea, see our section on archiving.)

CirculationRemote. Baseview, which claims to have the only all-Macintosh circulation system on the market, introduced the capability of accessing the subscriber database from a remote terminal. It enables operators to add subscribers from other offices, vacation spots or anywhere else they can take their computers.

A new data compression routine makes it possible to fit a database of subscriber names on a floppy disk and take it on a trip.

### **Cascade DataFlow tracks ad production**

Besides demonstrating MediaSphere (see section on archiving), Cascade showed DataFlow, which is being used to manage the production of display ads and monitor the progress of ad production.

The DataFlow server takes booking information from a range of ad booking systems and stores this information in the server. DataFlow connects with Xpress via an Xtension, allowing Xpress users to log in to the DataFlow server. It also connects to Photoshop via a plug-in. Items can be dragged and dropped from the server into Xpress. All the elements for an ad can be called out of the server or loaded into work folders. From within Xpress users can search the DataFlow server for items and then drag and drop them into Xpress. The Page Builder Xtension can then automatically build pages of ads from stored layouts, pulling in completed ads. Progress can be viewed graphically using the ViewFlow monitor, which incorporates colors to represent each different status.

The intranet-Internet interface that runs DataFlow allows it to be operated and viewed from anywhere on the network or through a WAN via the Internet. Remote users can view all ads with their run schedules. Ads can be proofed via the Internet using the Amber facility to view and print PDF files of the ads created by DataFlow. The software includes forms to be filled in with comments and returned to the DataFlow server. It is possible to generate the equivalent of a tear sheet using PDF to see an ad in context on the page.

### **CCI ready with NewsDesk, AdDesk**

We have been watching CCI become a full editorial system supplier for some time. While it is true that CCI develops very advanced and powerful systems, it is true also that it takes a long time in doing so. Its new editorial system has been shown in various stages for a couple of years, yet it still hasn't gone into its first site.

Atex link. At *Nexpo* we saw the system as it will finally be installed in the near future at the first sites. The first systems will be placed alongside existing Atex editorial systems, which it will replace over



time. CCI showed how its Atex Gateway will take over the role of the Atex system, making it just a part of the CCI system.

This is already happening at some sites, where the Atex Gateway allows CCI to become another server node on an Atex system. Files from Atex are stored on the CCI system, and the CCI LayoutChamp creates the page layout files that the Atex users access to write copy to fit. This scenario employs the CCI composition system and stores files on the CCI servers or on Atex J11 application servers. In the latter case, files are held in CCI tagged format on the Atex servers. Performance appears to be good. The average response time for an Atex workstation to achieve composition on the CCI system is less than three seconds.

The full editorial system is now running predominantly under NT. Only the LayoutChamp pagination application still runs under Solaris on Sun or Pentium workstations, but it is being ported to NT and should be running in this environment early next year.

The CCI strategy is to use a mix of CCI applications and custom versions of standard software. The mail function, which is viewed as a key element in an editorial system because of its importance to reporter communications, may be entrusted to Lotus Notes. CCI already has implemented good integration with the Notes database.

**Editorial functions.** The main writing and composition functions are based on Word, but are heavily customized to run either offline or online. This version features an extensive range of keyboard editing shortcuts and a full interface to the CCI Oracle database. Unlike most editorial systems that are based on Word, CCI's system doesn't use Word's composition. Nor does it rely on Xpress. CCI uses the well-proven, high-quality CCI composition program running in the editorial workstation. This workstation runs under NT rather than Windows 95 because CCI prefers NT for secure multitasking operations. The use of Word plus the CCI file system and CCI composition automatically produces structured documents, as every file coming from Word is converted into the CCI database format. This structure is also used for automatically building Internet pages with HTML (more on this later).

The CCI approach to editing and composition is well thought out and efficient. It uses multiple concurrent windows for writing and editing accessing the database and building stories from multiple clips (through a scratchpad window). A read window can be connected to specified input baskets to show automatically stories that come in from wire services or reporters.

A list window accesses the database, which is organized as an object database, although it runs on Oracle or another standard SQL database. CCI plans to switch later to the Oracle Object database. The database uses triggers to notify NT clients of activity and updates directories dynamically. It also provides multiple views and supports a text search facility. It stores text, graphics, pages, wire stories and any other objects.

Items can be dragged from a directory and dropped into other baskets or onto pages.

**Handling graphics.** The system currently supports only 8-bit color when showing graphics on pages, but it will support full 24-bit color for all images, including thumbnails. Like some other systems, NewsDesk has almost all the facilities of a picture desk for manipulating graphics, including full image browsing, cropping, scaling and rotating functions. There are some neat cropping capabilities to pick up image sizes from LayoutChamp and apply them to images.

None of this prevents the system from using other graphic programs where appropriate. Photoshop,

Illustrator and Xpress can be linked to the database.

Page layout. Page layout can be addressed directly from within Word using the write-to-fit function, which CCI guarantees will be 100% accurate. It is possible also to perform final page operations with interactive editing and composition within LayoutChamp. In either situation, the operator is able to fit copy to complex irregular shapes.

In general, we view NewsDesk as one of the leading new systems for large- and medium-scale editorial operations. It is being considered by many newspapers in Europe, where it normally competes head-to-head with Unisys's Hermes system. In the U.S. the first system is scheduled for installation in Phoenix, AZ.

Addressing the Internet. CCI had shown a prototype of its Internet publishing capability at *Nexpo* a year ago. This year it was much farther along. Publishing on the Internet and producing pages for printing both use the CCI database and the same shape and style facilities for formatting. For publishing on the Web, the template for Web publishing is selected, which links to the internal, SC, ML data format.

In one example we saw, both the print and Internet versions of the page had three article links that built three containers. The appropriate template was attached to each article. Netscape can be used to preview how an article will look for the Internet, and the editor can work in a write-to-fit mode to edit or shape the copy to fit the container. The same principle can be applied to images, which can reformat themselves in the resolution needed for the Internet format.

The idea of treating the design of pages the same way for both print and electronic delivery, with links to the same database copy, is excellent. The use of an internal tagging system to identify content for one or another publication format means that an editor can write copy to fit for both print and electronic formats at the same time.

This software will soon undergo beta testing at Phoenix Newspapers for use at The Arizona Republic.

AdDesk. Advertising is the area that has really built CCI's position in the North American newspaper market--particularly in the management of display ads and the control of production. CCI showed its new AdDesk system, which is being developed with two partners, Frankfurter Allgemeine and the Orlando (FL) Sentinel. It uses the same Oracle database as the editorial system. AdDesk currently works with Xpress and Multi-Ad Creator as ad makeup clients on the Macintosh. Access to the CCI database is through a Macintosh X Window terminal.

Order information for the ad comes from the ad booking system. The use of the database has allowed CCI to add tracking and management of ads with a deadline orientation. Deadlines can be assigned to proofs and pages. As an ad moves through the system, the deadline position is shown and adjusted to reflect the current status. The details of the status can be sent via a messaging facility.

Ads can be logged in and out to specific teams or departments. All physical material is tracked within an electronic job jacket. Scanned information can be dragged and dropped into the jacket. In Creator, this will cause the content to show up in the file menu. There will also be an Xpress Xtension for this (probably resembling that in Cascade's DataFlow).

CCI says that additional functionality will be possible with MULTI-Ad next year, when a scriptable version of software becomes available. When an ad is opened in either Creator or Xpress, the system

generates a bounding box of the correct size, plus a list of files to be used in the ad.

#### CNI on the move with Agile, Texture

Although Computer Network Integrators didn't have any blockbuster new products to introduce, it had an interesting booth to visit for several reasons:

- **Texture.** CNI has become an official reseller of Future Tense's Texture tool for creating documents for the Internet and will bundle it with all systems it installs. Texture was demonstrated
- **Agile sales.** CNI demonstrated the Agile Enterprise TeamBase: SpecialEdition editorial system and workflow manager, which it recently added to its line of system components. CNI said it soon will announce orders for three Agile systems, to be installed at sites belonging to three different newspaper groups.
- **Better color.** It has embarked on a program to help newspapers improve their color publishing. To do so, it has hired a photographer from the Erie (PA) Times, Rich Forsgren, who travels to CNI customer sites and works with them on calibrating their systems starting with the press, with the goal of achieving consistent color.

**AdTracker update.** CNI demonstrated an updated version of its AdTracker system, which reportedly is in use at more than 40 sites. The focus of the new developments is automating basic functions. For example, it automatically archives and purges ad elements by publication after they have expired. They then can be restored if needed to update an ad.

**Installations.** CNI reported some of its more recent installations, which have helped to give it a total user base of about 70 customers, we were told:

- **DewarView systems** at AMNews (the weekly paper for doctors in the American Medical Association); the Appleton (WI) Post-Crescent, and an existing customer in Butler, PA.
- **The CNI Open editorial environment** at the Wichita Falls (TX) Times Record News, Engle Printing Co. (Mt. Joy, PA) for its 32 weeklies; and the Journal Register in Connecticut for its multiple sites.
- **Its AdTracker software** at the Appleton site; the Athens (OH) Messenger; and Yankee Trader (New York), for its 32 shoppers.
- **Classified order entry and pagination** using Managing Editor software at Yankee Trader.
- **A suite of products** at North Jersey Newspapers.

#### CompuText's NT-SQL systems in 4 sites

It could be said that CompuText has set the standard for new ad systems. To our knowledge it was the first newspaper ad system to use the NT server platform with Microsoft's SQL Server. It was also the first advertising system to run native under Windows 95. At *Nexpo* every new ad system seemed to follow the same approach. Today CompuText has four systems installed on this platform in addition to around 30 systems on its old platform.

The editing and composition engine is Word, with an excellent set of macros for creating a broad range

of ad styles.

The screen forms used for taking ads are completely customizable using the Form Builder application. Multiple forms can be linked sequentially and one form can pull up another. Special forms can be stored in the database and retrieved on demand. Tabs are used to select different ad booking and selling functions. Custom columns can be added to the database. Macros can be built for use in Word and stored in the toolbar.

Besides its flexibility and customizability, the program's strengths include an excellent calendar, a comprehensive group booking capability, an easy means of building and updating upselling quotes and prompts, the ability to have multiple ads open at once to allow for such functions as comparative viewing, the use of Excel for price calculations and Crystal Reports for report generation and a direct link into Xpress to handle the makeup of booked display ads.

The system looks mature and is optimized for performance, especially for fast filing and retrieval of ads. Storing an ad in the database is a background process, which releases the screen rapidly for taking new ads.

### **CText switches to NT, NAPS H&J**

The key announcement from CText was Dateline/NT, the NT version of the Dateline editorial system. It uses NT in the workstation instead of os/2, which has been in use in the current version, Dateline/2. (This decision is in line with the trend seen with some other suppliers, including CCI and Cybergraphic, to use NT rather than Windows 95, on the grounds that NT is more secure.) There has been no change in the Dateline server, which remains either a Tandem host running NonStop SQL or any machine capable of running Sybase System 10 or 11.

Both Dateline/NT and Dateline/2 clients can access a single Dateline database simultaneously.

H&J switch. Dateline/NT uses Word for Windows 95 as its text editor and North Atlantic Publishing Systems' H&J Engine working with Xpress for composition. This differs from the use of XyWrite for os/2 as the editor and the Tomahawk composition engine as used in the installed versions of Dateline/2. Currently the NAPS engine runs Xpress within the workstation, but in the future it will be able to access Xpress from composition servers on the network. Articles are stored in RFT format, which will allow for CText's own composition preview software to be used within the Dateline/NT client, instead of having to use Xpress.

File management. Dateline/NT supports the same dynamic directories CText introduced years ago, but they have added a full drag-and-drop capability to move stories from one directory to another, plus customizable toolbars and the automatic display of audit trail and header information.

Also new is a link to graphics in the database, which makes it possible to display thumbnails of images within directory listings. As images are modified using other graphic applications, the images are updated in the database. These links can extend to an OPT system.

The client component of AdVision, CText's classified ad system for os/2, will be ported to NT. Development will start early next year.

### **Cybergraphic features Sell, Page-News**

Cybergraphic featured two of the hits of the show: the CyberSell[1] ad booking system and the CyberPage-CyberNews editorial system. Both run in similar environments: the NT Server operating system for the servers, Microsoft's SQL Server for the database and NT for all clients. Like many other system developers, Cybergraphic chose NT over Windows 95 because of its greater functionality and security. The servers run on Pentium and DEC Alpha servers.

Both systems are already veterans of two Nexpos, having been introduced prematurely a year ago (see Vol. 24, No. 22), but neither is ready yet for a formal release. CyberSell will enter beta testing in Australia later this year. The editorial system, farther behind, is being demonstrated using a flat-file database (as is used in the current Cybergraphic editorial system). Initial installations of the full implementation of CyberPage and CyberNews are scheduled for mid-1997 (about the time they will make their third *Nexpo* appearance).

CyberSell. CyberSell is a good example of what a future ad system should be. It has many similarities to some other new systems, such as those of CompuText and PPI, but it goes farther than those two and is more comprehensive. (Those other two systems, however, have the advantage of having made it to market some time ago.)

CyberSell is based on the idea that one ad can be used in many places in many publications. It also can have many designs and can be designed for many different media. Unlike some of its competitors, the system doesn't use standard software such as Word as its text editor and composition system. Rather, it uses Cybergraphic's own editing and composition software. This produces higher-quality composition and a better-integrated editor.

The display is uncluttered and works under the premise that one window can open others as needed, bypassing the need to keep many windows open at the same time. Screen operations are fully customizable by the user equipped with Cybergraphic's Work Bench. The system supports the popular folder and tab approach introduced by the GB Techniques Mets editorial system and now copied by most new systems. Behind the screen and linking the screen forms to the database are business objects written in C++. Cybergraphic supplies a library of objects, to which customers can add their own objects using any OLE-compliant development tool.

The basic functionality is excellent. It provides access to client information through many routes, including full customer information, ad history, etc. Ads can be booked using codes, a calendar or both. An ad can be previewed and its cost shown, with complete information about how it was reached. In a particularly nice feature, the system supports retaining default ads for regular customers to speed up the booking process.

CyberSell can hold ads in different formats for different publications or dates, from a common booking. Sticky notes can be associated with an ad to serve as a marker whenever the ad is opened. The full note can then be viewed. The system provides excellent facilities for upselling ads and generating multiple price quotes. It interacts with contact managers to enable sales staff to keep calling information about clients and prospects.

Link to pagination. CyberSell is fully integrated with Cybergraphic's classified pagination system, which makes it possible to view a classification and see the number of ads in it and the total depth. Cybergraphic claims that storing ads in sorted sequence in the database enhances the pagination speed. We weren't able to evaluate the speed.

Pagination rules can be modified by the customer. In WYSIWYG mode the page can act as a

pasteboard, allowing ads to be moved on and off pages and reflowed. Filler libraries organized by classification allow fillers to be used on a rotational basis.

The first CyberSell system will be installed in Australia in November. Cybergraphic says it has received its first order in the U.S.

CyberPage and CyberNews. The CyberPage-CyberNews system is not as far advanced as a new system as CyberSell, although it can be operated on the old flat-file system of the earlier Cybergraphic product. The new database should be in beta testing early in 1997.

There are two main elements of the editorial system: CyberNews for writing and composition, and CyberPage for pagination. Like some other new systems, it doesn't use Word or Xpress for editing, pagination or composition. Instead, it uses Cybergraphic's own composition and pagination. NAILS (the Newspaper Automated Intelligent Layout System) automates the building of page designs to speed up the overall process while maintaining control of house styles (see below).

One benefit of not using standard software is the availability of multiple concurrent dictionaries for hyphenation and spelling. These could answer the needs of both foreign languages and special industries. A proximity thesaurus is used for words that sound alike.

It would take too much space to describe the system in detail, but we'll list a few key items:

- Dynamic directories that are automatically updated on screen by database triggers.
- The ability to customize the system, such as building icons for specific sequences of operations and putting them in the menu bar.
- The Smart Desktop to dean up the desktop when new activities happen.
- Windows to specify information about elements and activities. For example, the page inventory window displays a list of page components and the relationship between the various elements on the page. If a page is opened and has stories assigned to it but no layouts, the layout editor can immediately see details of assigned stories so that the layout operation can begin. The properties box is another window that sits under the page inventory and provides details about every clement of the layout. It also provides an alternative means of editing the layout.

NAILS . Most of the above items appear also in some other new-generation editorial systems. However, one item Cybergraphic believes is unique is the NAILS layout system. It has three elements:

- Shape libraries for page elements (page furniture).
- The selection of pages to be made up.
- Sets of rules for handling type and stories to define the rules for making up article shapes and styles to fit defined spaces.

In using NAILS, the operator first defines areas of a page for the various stories. The screen responds with a selection of page furniture (shapes and associated styles) that can fit both the area and the type of page. There would be different furniture for news, features, sports, etc. The system shows the best options for the space, but the user can cycle through all options.

When the correct option is chosen, it can be fitted to the specific space using an expansion factor controlled by the NAILS object rules. If the page will later be output to the Internet, NAILS can select the correct shape for this medium.

In perspective. Overall, Cybergraphic's new editorial system looks very good. It is not as advanced at this stage as some other systems, particularly in the database area and in budgeting and scheduling, but it looks as though it will be a real challenger for large-scale newspaper editorial operations needing both high-performance page building and high-quality composition and editing. It will be interesting to watch likely future battles between the CCI, Cybergraphic, Harris and Unisys editorial systems, which appear today to be the most advanced systems for large-scale newspaper operations. (It is strange that only Harris comes from the U.S.)

In the advertising area, CyberSell looks like a complete product that will challenge the positions of CompuText, PPI and, in the future, ATS in the new generation of Windows ad systems.

### **DT systems share data over WANs**

The key theme of Digital Technology's presentation was the use of wide-area networks to share data among newspapers. It showed work being done at Cox Newspapers, where 13 papers are linked together and can work as one newspaper. They are able to do this in part because they all have DT's newspaper systems with an integrated database.

New developments from DT include version 4.2 of its publishing software, in which the server runs on Sun hardware using a Sybase database and clients run on Macintoshes. A key part of this is the Publications and Locations Databases and the Page Directory, which defines to other newspapers which organizations and people can establish links with them and share data.

DT gave an example of how this system works in describing how Cox will cover the Olympic Games. It centers on the Atlanta Journal and Constitution, which will prepare a full-color daily Olympics supplement and make it available to all Cox newspapers. Other papers will have the option to modify it for their own needs.

The technology requires a large WAN. It uses frame-relay technology running at 275 kilobits/second to enable all Cox publications to have dial-up log-on to the Journal. These other newspapers then have access to the data, which they bring down to their own sites. The demonstration we saw, which wasn't running at the speed of Cox's MCI frame relay, appeared to be similar to working on a LAN. We accessed the Journal site and roamed freely through the Olympics pages.

The technology also makes it easy to use the data to generate Internet pages with DT's internal tagging scheme for identifying copy elements. One application of this practice within the Cox papers results in a reduction of drop charges for syndicated materials; items can be picked up easily from one site and converted easily for Internet publishing.

The DT Publications Database allows for one set of database servers to be used for many roles in a chain of newspapers, making use of one central news department. This would make possible the production of newspapers locally with reliance on a central MIS operation for all support services and database maintenance. Possible opportunities exist (subject to agreement with suppliers) for centralized systems to handle group wire services for text and images. Another possibility is a common Web site for all of the newspapers' pages.

## **EDS, NAPS offer H&J engine**

Electronic Data Systems, a system integrator, used its booth to show a variety of products and projects, many of which we are covering in this review. One key product is an H&J engine being developed cooperatively with North Atlantic Publishing Systems, which shared part of the EDS booth. The engine provides access to Xpress H&J from within Word to enable a front-end system to get accurate line endings. Because this is one of the key issues of the day, we are preparing a detailed report on the NAPS-EDS product and how it fits in the market, scheduled for our next issue.

## **Euromax makes push in U.S.**

Euromax made its second appearance at *Nexpo* in an attempt to establish a foothold in the U.S. market. It already has one customer (Journal Newspapers in Alexandria, VA), but is intent on gaining more. We won't know for a while whether its presence at *Nexpo* will result in any new sales.

Regarding the Euromax system, we provided an in-depth article just prior to *Nexpo*, so we won't repeat that information here.

## **ESE ready for 1st EdBase customer**

Editorial System Engineering, which has been developing its EdBase editorial environment for a couple of years, is ready for its first customer installation. It is scheduled to go into Las Provincias of Valencia, Spain, a medium-size newspaper, later this month.

Several key enhancements were introduced, making the system quite attractive as a productive editorial tool.

The system architecture remains approximately as we have seen it at the recent *Nexpo* shows: a client-server system running on PCS under Windows 95 with a relational database. Microsoft SQL Server was demonstrated in Las Vegas, but ESE says many others are possible.

As in the past, it uses Word as a word processor and ESE's own Editorial News Layout or Xpress for page layout. If ENL is used, the layout can be passed to Xpress for further manipulation. ESE says it is developing plug-ins that would enable any other page layout program to be supported.

XPress H&J World. The most important new development this year, we think, is an interface between Word and Xpress that enables a reporter or editor using Word to see actual Xpress H&J line breaks. This makes it possible to write copy to fit exactly the space allocated for the story in Xpress. It also simplifies writing headlines-to-fit, although ESE doesn't provide a specific headfit routine. (Following the show, ESE reported that there is a means of modifying the column measure in Word to get a closer approximation of the headfit in Word, but it doesn't sound very efficient.)

Xpress can be running in the same workstation that is running Word or it can be running in a composition station on a network, where it can be shared by multiple users.

H&J is initiated by the operator's keyboard command, at which time the story is sent to Xpress and quickly returned with a report on how it fits:

- The number of lines underset if it is short.



- The boundary between the text that fits and the text that doesn't fit if the story is too long.
- All column breaks.
- Whether the headline fits or not (although it doesn't tell how much too long or short it is for users wanting to make each line of a head comes as close to the full measure as possible).
- Loose lines (those that exceed the maximum permissible interword space), although it doesn't tell how loose they are.

It is possible to un-H&J a file to enable an editor to work without seeing unnecessary line breaks.

ESE has added support for hidden notes between Word and Xpress. Notes entered in Word are recognized by Xpress and can be hidden or shown on the screen, controlled by a button command.

Multiple editors. ESE has enabled multiple editors to work on different stories on the same Xpress page by copying the geometry from the Quark page as a template for the editor to use. If a layout editor changes the page layout while a copy editor is working on a story on the page, nothing happens until the layout editor releases the page after completing the changes. At that time, the system updates all page templates.

Simplified World. ESE has created a customized version of Word for its target users, which often don't need all of the functionality that comes standard with the Word package. That is, it has shortened the button bar to remove some unneeded functions, although the system also supports the full version of Word.

Directory preview. EdBase demonstrated the same flexible file management scheme as in the past, including directories where the user not only can choose the contents of the directory, but also can select the order that items are displayed, the size of the fields, and so on.

The newest item in this regard is a screen preview function that enables the operator to preview images or text from the directory. Photos displayed in preview mode can be cropped, pasted to the clipboard and brought into Xpress.

While text is being previewed, it is possible to search on text strings within the previewed file and cut and paste blocks, but it isn't possible to edit the file. ESE said it is considering adding a function that would enable an editor to locate blocks of text in this fashion and paste them consecutively onto the end of another file, much like the "append" feature of some editorial systems of the past.

The font and size used to preview text is customizable.

It is possible also to cut from a video clip and paste it into a document in the same fashion.

Routing files. ESE has added a facility for routing jobs from one folder to the next one in its workflow, which can be done with or without an electronic-mail message.

It is possible to have preset routes for certain types of stories, such as sports, or to modify the route on the fly. We suspect that keyboard shortcuts would be used here instead of bringing up the dialog when the route called merely for a story to go to its next desk.

Pricing and futures. EdBase is priced at from \$2,000 to \$4,000, depending on the integration services required. That price includes the database functionality. ESE will offer a light version this August, without the database support.

WebBase. ESE also is offering an Internet product called WebBase. Among other things, it tracks hits on a Web server and provides information about users, comparisons of one user's results with the results of other users of similar size, etc.

### **FSI lineup: NT, Oracle7, Mac, PC**

For Freedom System Integrators, *Nexpo* was like a coming-out party. After years of effort to pull together a disparate assortment of inherited products, it has developed an attractive, versatile, consistent product line. It includes editorial and advertising systems for both the PC and the Macintosh, all running in a common environment of Oracle7 database software and NT servers. The PC advertising program was running in preliminary form.

The booth was set up to illustrate this versatility, with Mac systems on one side and PCs on the other. For the Mac, there was the FSI editorial system, which had its origins as Mycro-Tek's Freedom Series (with a text editor whose roots go back to QED, plus enhancements in areas such as headfit). Also for the Mac is the FSI Advance Sales advertising system, which evolved from the former Mycro-Tek classified application.

For the PC, editorial functions were furnished by the former GBT Mets system. Advertising functions were handled by a port of the Advance Sales for the Mac, called Advance sales for Windows 95. The latter item was being given a formal debut.

Advance Sales for Windows. FSI showed a version of Advance Sales for Windows 95 that was described as "nearly alpha" in readiness, but said it expected to begin regular shipments by the end of the year. Its user interface is based on the Mac and it employs the same rate engine. For input and editing of ads, it uses Xpress, which avoids H&J problems when a job is output, but it requires that each adtaker have Xpress--an expensive proposition for some organizations.

It supports a full calendar to schedule ads by clicking on the days they'll run, multiple publications (selected one by one or in packages), upselling of ad space (not shown at *Nexpo*) and Internet capabilities.

Mets enhanced. FSI has continued to add to the Mots system, which is in use at its first U.S. customer site, the Saint Joseph (MO) News-Press. The 50,000-circulation paper handles 45 insert zones. The initial installation comprised eight yes for copy editing, eight for pagination and ten for reporters, although we understand that eventually as many as 55 terminals will be configured for editorial work.

In several respects, this site is taking the lead among Mets customers. It's the first Mets system using NT servers, an Oracle database, Windows 95 clients and 100Base-T networking. It also is using a Monotype MGS OPI server with both Windows 95 and Macintosh workstations, and it is interfaced to a Dewar System 2 to supply wire service and local and remote input.

Besides further Americanization, new items focus on layout functionality.

Coming soon will be support for jumping text to later pages in a publication. After the operator specifies the page on which the story will continue, the system will automatically generate "continued

on" and "continued from" messages and create the text boxes to hold them.

Among the improvements shown at *Nexpo* are additions to the Shapes capability, which provides a library of text containers of varying shapes into which text can flow. If a story is dragged over a Shape, it flows into the Shape, taking the properties of the Shape. A new feature enables a Shape to extend automatically to the required depth if the text exceeds the preset depth. It is also possible to ask the system to spread the feathering of multicolumn jobs across all columns, rather than feathering only the last column, as some systems do.

Mets has a clever means of enabling multiple editors to work concurrently on the same Xpress page, which ordinarily isn't possible with Xpress. When an editor requests a story for editing, the system creates a new document using the layout geometry of the actual page. Then the editor--who can change only the text, not the layout--works on the copy of the story until finished, at which point the new version is merged back onto the page, replacing the earlier version.

While the copy is being worked on, no other editors can access the file. A new feature uses colors to track the status of stories that have been broken off in this fashion for editing.

Mycro-Tek update. It's been a long time since we heard mention of Mycro-Tek, the one-time ruler of the small newspaper system business. So we asked how the user base was faring. The answer was that FSI continues to support about 500 Mycro-Tek customers (of a total, years ago, that topped 1,000). FSI can provide a pagination capability for old Mycro-Tek systems, from version 1100 Plus on 1984--93).

Deals for Phrasea, Data Sciences. FSI announced that it has been authorized to sell Phrasea worldwide, except in France, where its developer operates, and in a couple of other countries in Europe. FSI is using AppleScripts to customize the system.

Phrasea was selected because of its Internet capabilities, which support searching multiple databases concurrently and its ability to index PDV files.

The link to Data Sciences' accounting and circulation software wasn't demonstrated in the booth, although the announcement was made and visitors were invited to go to the Data Sciences booth and see what a "real" circulation package should look it.

Newton for reporters. Remember the Newton? Apple's personal digital assistant, which once looked like a useful tool but never made an impact in the market, is ready for a second chance. Terry Borchers of FSI had one in his booth to demonstrate its use for remote input by reporters.

Called the Newton MessagePad 120 and 130, the latest version has an optional keyboard that supplements the pad used for note taking. It runs a telecommunications software program called PocketCall and supports scripts for setting up a link so a reporter can file a story.

In the booth, it was demonstrated in conjunction with the FSI LiveWire program for receiving wire-service stories (see photo).

The Newton still has its limitations, such as a maximum file size of 8,212 characters (Borchers recommends sticking to 4,000 characters), but the fact that it now works and still has its handy format means that we might actually see it used in the field.

**Harris pagination news: LA Times, Xpress**

The Harris NewsMaker editorial and pagination system has been one of the recent successes of the North American newspaper system market. While many of the other older suppliers have been going through traumatic times, Harris has been quietly improving its position. It has made headway at the lower end of the newspaper market with its acquisition of Baseview (discussed above), and it has been installing its NewsMaker systems in many midsize newspapers.

Harris announced a significant breakthrough into the major metros with a key deal with the Los Angeles Times. This agreement provides NewsMaker Pagination as the pagination system for the Times's business and special sections. That is not to say it won't eventually be used for the publication of other sections, but each of the sections is making its own pagination decisions, as we understand the situation. The size of the system was not disclosed.

The system. The heart of the NewsMaker editorial and pagination systems is the XP-21 database, which runs on Sun servers and uses the Informix 7.0 SQL database. The editorial workstation, like many other systems, uses Word as the editor. But the NewsMaker pagination system uses Harris's own technology running under Windows, rather than using an off-the-shelf pagination system such as Xpress. NewsMaker Pagination is a good example of a high-performance, no-compromise pagination approach for newspapers.

The system, developed over many years, provides background monitoring of processes, including ad placement, ad size checking, story placement and sizing, automatic story jumps and photo positioning. It also offers integrated page dummyping, automatic vertical justification of columns, definable page styles, layout-driven or interactive page makeup, image manipulation and many more functions. It supports tight integration with Word on the same screen where necessary to allow for working on text and visualizing the final makeup of the page at the same time.

The ability to show and run a number of functions concurrently on the screen shows how well integrated the system is. It is possible even to view other page thumbnails. Element status is shown in a separate dialog box, and the navigation tools around the page using the Navigator window eliminates the need to use scroll bars. The overall user interface is excellent, supporting rapid makeup of pages and access to data.

NewsMaker Pagination supports both Layout-8000 and Managing Editor ALS for input of the ad dummy. It allows for previewing ads in position and checking the ad status through database access. As a pagination system it also links well into other editorial systems. In the case of SII, Harris is working with CE Engineering in the use of the Decade software.

Xpress integration. A new development on the pagination front was integration of Xpress for pagination. This has been done for one customer, Edipresse in Lausanne, Switzerland. (For readers not familiar with this organization, it consistently has been one of the leaders in newspaper pagination since the mid-1980s. We have covered previous system developments there.)

Edipresse wanted the functionality of NewsMaker's editorial system, but wanted to keep Xpress running on the Macintosh for pagination. This is done through the Harris XP-Link Macintosh browser software, which makes it possible to store Xpress documents in the database. The database then generates a thumbnail viewable within Newsmaker directories. When building pages, it is possible to use the drag-and-drop facilities to pull information from the database via XP-Link into an Xpress page.

There is no attempt to map accurately the composition of Xpress in Word. In the case of Edipresse, this is unimportant because the final makeup of pages is done interactively in Xpress. However, it is

possible to map the Harris composition language calls within Xpress so data imported will pick up the Xpress composition commands without reformatting.

One thing we think we saw--although we aren't quite sure that what we saw was what we think we saw--was a link from Quark's CopyDesk Special Edition into the XP-21 database. (CopyDesk Special Edition is the stand-alone version of the CopyDesk editor and composition system from Quark Publishing System.) It was called a stand-alone word processor for use with Xpress, where they share the same H&J engine. It wasn't said to be extensible to link into a database.

In our demonstration, we saw CopyDesk SE storing data in the XP-21 database, with these data accessible in composed form in Xpress. The limitations of this approach are that it is not possible to access Xpress layouts via the database into CopyDesk SE, and, therefore, it cannot be used for accurate writing to fit. For basic copyfitting of squared-up articles, where the required copy depth can be accessed through the database and manually entered in CopyDesk SE, this could be an interesting development. It is the first time we have seen CopyDesk SE used in a true system environment.

### **Intergraph revamps workflow system**

Intergraph's Retail Solutions Group, which evolved out of its acquisition of Bestinfo, launched a new thrust into the newspaper market with the first showing of two new products: Workflow Manager 4 and OMS, an object management system for organizing ad elements. Calling them third-generation products based on a more open architecture than its previous products, RSG said they have been completely rewritten and are now being marketed to newspapers for the first time.

The software is compatible with any ODBC-compliant database, is server independent and supports Windows and Macintosh client workstations. The package is highly customizable and is intended to track a complete production environment, even as far as production of plates, printing and binding. It supports security levels to restrict certain users' access to change assignments, routing, etc.

**Workflow Manager.** Workflow Manager 4 provides tools for setting up, managing and analyzing a workflow of PC and Macintosh applications. Its focus is on streamlining the production of display ads and tracking the status of tasks in the editorial department, pressroom and bindery.

It organizes elements (text, graphics, etc.) in folders that serve as pointers to the database. Organization can be based on ad numbers, advertisers, publications, sections and so on. The workflow system is extremely flexible. Many tasks are automated (e.g., defining due dates and updating the status of an ad). There is no limit to the number of workflows that can be created. They can be nested and are completely user definable and modifiable. An ad doesn't have to be in a workflow to be tracked.

Workflow Manager consists of three modules:

- The Administrator is used to set up the organization (users, groups, teams), the statuses (pending, late) and the ad types (comp, pickup); to specify when the status will be automatically updated; to display the status of ads, including where each item currently resides and where it came from; and to change an ad's route in the workflow. It can be used with standard reporting packages (Crystal-Reports, Microsoft Access, Excel, etc.) to generate printed or on-screen reports.
- Workflow Builder is used to design templates that define the steps and routing of ads from start to finish; to set up milestone dates and status alerts; and to provide system-generated due dates and times for all steps of an ad's workflow.

- Desk presents users with the work that has been assigned to them. It routes folders and elements that can be launched and edited in their native applications.

Object management. OMS provides facilities for organizing, tracking and retrieving ad elements---images, text, logos, etc. It supports any ODBC-compliant database, such as Microsoft's SQL Server and Oracle. Individual sites determine the organization of elements into classes. Any element can have an unlimited number of keywords and user-defined attributes (advertiser, code, run dates, etc.). It supports Boolean searches that can be named and retrieved for reuse.

OMS supports Acrobat technology for remote access and viewing. When used with Workflow Manager 4, OMS provides a history of all ad elements.

Status and pricing. Beta testing of the Windows version is under way, with the Macintosh to follow. RSG expects to have the Windows package ready for release at the end of the summer, with the Macintosh later. RSG says it will interface to and integrate these products with existing systems, although details of the plans aren't available. It will publish the API to enable other developers to work with it.

The first newspaper to install the system is the Waterbury (CT) Republican. RSG said three newspapers in the Canadian Newspaper Organization are considering trying it.

The system price will start at \$25,000 as a server fee, with the actual price dependent on the number of servers. Client workstations will be charged \$1,000 each, which will include both the workflow and object management software.

Intergraph status. As we went to press, we received word that Intergraph was about to report the results from its last quarter and that the results wouldn't be very good, continuing a long string of bad quarters. Along with the results, which we will report in The Latest Word as soon as we receive them, were rumors that Intergraph was trying to sell both its Retail Solutions Group and its Optronics operation. For the good of both units, we hope a satisfactory solution is worked out.

### **Juliano converts to HTML**

John Juliano Computer Services featured Atan HTML, its application for converting Atex files to HTML coding. It is already in use at Jyllands-Posten in Aarhus, Denmark, and Law Journal Extra, a legal daily in New York.

Juliano also reported that its Blue Skii system for paginating classified ads from an SII system is being used successfully to produce newspaper classifieds at a site in Fox Valley, IL. In a project in which Management Process Integrators served as the integrator, a dump of SII classified ads from two city newspapers is fed to a Managing Editor ALS system. It then goes to Juliano's Blue Skii, where the SII markup is converted to Xpress coding for pagination.

### **Linotype-Hell features Internet link**

In the system area, Linotype-Hell emphasized its renewed commitment to sell LinoPress systems in North America. The effort so far has been less than stellar, resulting in two installations for a common publisher in more than two years. Granted, the customer we talked to is delighted with the system, but that message hasn't been getting out widely enough to bring in new sales.

On the equipment front, Linotype-Hell featured its LinoPress Internet Solutions package, which was introduced at America East (see Vol. 25, No. 15) but now is farther along in development. It provides a customizable, two-way data flow with the Internet, plus on-the-fly formatting of data, including the generation of HTML commands.

In the form of two products--CrossMedia for editorial and AdOnline for advertising--it provides a variety of functions for a newspaper to use in developing content for use on the Web. It handles on-the-fly, multiformat processing of editorial and advertising data. For LinoPress, this is relatively easy because its internal data structure is based upon SGML and it supports identification and tagging of components. Thus, creating HTML, which is a subset of SGML, is relatively easy.

Internet Solutions makes it possible to store a job only once and use it in any format--print, Web, etc. The use of internal tagging within LinoPress permits elements of articles to be tagged at the time of writing to identify them for paper, online or both forms of publication.

Because the program works two ways, it can import Web data for incorporation in print or Web documents, and it can take any form of input and export it for publication on the Web. One of the obvious possible applications is the publishing of classified ads.

Internet Solutions is available immediately.

**Deal for DigiCol.** Linotype-Hell also announced a cooperative marketing agreement with Gannett Media Technologies for the use of GMTI's DigiCol multimedia management information system in conjunction with the LinoPress publishing system. This agreement follows the successful integration of the two products in Europe. DigiCol will provide digital archiving for LinoPress that uses database management and networking approaches similar to LinoPress's (see GMTI, p. 48).

### **Loki archives classifieds for reuse**

If it's true that nothing is as old as yesterday's news, what about yesterday's classified section? Or last year's? The Loki Group thinks it has found a way to make old classified ads a valuable resource for ongoing use. And it has developed a product with that in mind: a system for archiving and accessing published classified ads.

It was developed for the Portland (OR) Oregonian, which takes its published classifieds and moves them to a relational database built around Microsoft SQL Server with access by Windows clients. To date the Oregonian has stored about 800,000 ads from 300,000 customers. The capacity currently sits at 3 GB but can be expanded.

What can be so valuable about yesterday's classifieds? Some of the uses that have come into play already include these:

- Comparisons of current ad sales with similar periods in the past.
- Collecting demographic information about customers.
- Handling calls from customers about ads run in the past.
- Recalling ads to be published again, thus avoiding recomposing them.

Features. The system comes with customizable fields and user-analysis tools. As a sample of some of the kinds of things it provides, it converts typographic information into readable form, tracks each ad's history, reports customer credit information and displays a calendar of all the days an ad appeared. Accounts can be looked up by customer name or ad number, after which there is a function to move to the next or previous ad from that customer.

The Oregonian paid \$50,000 for its system, which includes a 20-user license and customization of fields. So far, it appears to be happy with the decision, Loki says.

Ads on the Web. Loki also featured a means of putting classified ads on the Web, which is being developed for Ad-Star Publishing Technologies and is discussed elsewhere (see p. 32).

### **Managing Editor offers CLS 2.0, AdsUp**

Managing Editor divided its attention between the first formal showing of the beta version of its new Classified Layout System and a technology preview of a new ad tracking product called Roundhouse.

Version 2.0 of the Classified Layout System (CLS) had been previewed at the Seybold show in Boston in March, but at *Nexpo* the product was much farther along, having reached beta level. The key element is a rules-based placement engine that can be set up and maintained by the user. Our report on it will appear in a section on classified pagination in our next issue.

Roundhouse AdsUp. Another new product--this one being given an early preview--was Roundhouse AdsUp, Managing Editor's ad tracking system. It uses an NT SQL database and has Macintosh clients. It also allows for remote access via the Internet. The client software is designed for working compatibility with off-the-shelf applications such as Xpress and Creator.

The main window on the database gives a spreadsheet-like view of all relevant information. This window is customizable to provide the information pertinent for the user's job function.

The insertion window is used to plan insertions into sections, editions and publications in advance of the publication date.

The system also supports a search engine for finding data elements in the database.

The system checks jobs out and in to prevent multiple users from working on the same ad, and also allows "promises" to be defined for files that are known to be coming. It also alerts the user to files that are missing and creates a revision history to be used in ad tracking.

Access can be over a LAN or via the Internet. The Internet access allows items to be checked in and out, and also supports special passwords and privileges for clients to access and approve read only proofs.

Roundhouse AdsUp will connect to Page Director ALS and CLS to permit constant updates on product status. The system on display was a very early demonstration of concept. Availability is not expected until 1997.

### **Miles 33 teams with ATS**

In its first appearance at *Nexpo*, Miles 33 of the UK showed its AdSearch system for building



searchable ad databases on the Internet. It was demonstrated by ATS, which will sell it in the U.S. (see p. 35).

### **PPI moves ad system to NT, SQL**

Publishing Partners International (PPI) has established itself as a leading supplier of ad booking systems. Its client-server Advertising Management System (AMS), at its third *Nexpo*, is progressing like many other new ad systems on the market: NT, SQL, DEC Alpha, etc. Since last year, PPI's has expanded beyond Novell Btrieve to a full SQL database, showing the system on an NT platform (both PC and DEC Alpha hardware) running Microsoft SQL Server. The SQL version will offer greater functionality than the Btrieve version, but at present some of the functionality still has to be ported.

Another change from last year is in the client software. The client now runs under Windows 95 and supports Word as an editing and composition alternative to Ami Pro, which has been used up to now.

New map aids. PPI is using a database of maps and geographic information to add some interesting features to the system. The first one is aimed at increasing advertising by targeting geographic areas. The database contains location maps corresponding to the zip codes of advertisers. Maps showing the immediate region around the advertiser can be brought to the screen and used to build zoned advertising. The advertiser can point to areas on the map to add zones to an ad being booked. Sales prompts can be created to upsell advertising to additional zones.

A second new function, in an early stage, uses the map facility to canvass an area to sell ads. With the aid of the ProfitZone product, businesses in a specific area can be selected by code, sales volume or number of employees. These businesses can be approached directly as new prospects or their names can be transferred into the AMS database for inclusion with its Callback function. Callback not only builds a file of leads for sales reps, but also handles call notes resulting from sales calls. Data from the ProfitZone database are updated quarterly on CD-ROM.

Pricing and marketing. Since last year the number of installations has grown to 20, with the largest encompassing 35 seats. The cost for a system is around \$35,000 for a software site license, plus around \$3,000 per workstation. Hardware is additional.

AMS is a well-produced package with excellent functionality. Unlike some other systems, it isn't designed for heavy customization in the manner the screens are set up, but the overall booking and cross-selling functionality is excellent. The pricing module is based on Excel, so customers can develop and maintain their own pricing routines. PPI provides good facilities for booking ads across titles. Scheduling can be done either by entering run dates on a calendar or by inputting specific dates.

Addressing the Web. PPI also showed its WebLink product for selecting ads, attaching a header and outputting them in a standard format. It allows newspapers to treat the Internet as just another publication, with pricing and scheduling handled in the same way as the print product. (See p. 36.)

### **Quark talks about QPS, not Xpress 4**

Quark reported installing QPS systems at more than 40 new sites in the past year, increasing by 40% the number of newspapers using it. New ones included The Sporting News (a Times Mirror publication, with a weekly circulation of 516,000), the Wilmington (DE) News Journal (Gannett, circ. 124,000) and the Evansville (IN) Courier (Scripps Howard, circ. 64,000).

Worldwide, QPS systems are in use at more than 350 sites, Quark said.

Quark also featured its Immedia software, to be released later this summer, which has been engineered to let publishers leverage Xpress skills as they branch out to multimedia and interactive design.

There was no news about when the next version of Xpress, which is expected to be called 4.0, will be introduced.

### **SCS relaunches GoodNews, adds AdMax**

It was a big show for Software Consulting Services, which exhibited several systems that were new in one way or another:

- Editorial--the relaunching of the Hyphen Editorial System as SCS GoodNews, considerably enhanced since the Hyphen days and in use at one site in the U.S.
- Advertising--the first major showing of SCS/AdMax, combining classified ad entry, display ad entry and ad management since its first customer shipments in May.
- Classified pagination--the release version of SCS/ClassPag, which had been previewed a year ago and is now in regular customer use at two sites. We'll save our comments on this program for our next issue.
- Circulation--the formal release of SCS/Circulation, which provides a single customer database to enable a caller to address any issues with a single call.

The one area that wasn't demonstrated was the extensive work on the user interface for its line. SCS still uses a character-based interface, which was developed for use with low-cost, dumb terminals. SCS has been working on new interfaces for its entire line (except GoodNews, which already has a graphics interface), which should be ready by the end of the year, we were told.

GoodNews to the force. Although much better known for its Layout-8000 dummying software than for its editorial systems, Software Consulting Services has been a supplier of editorial systems for as long as many of its current competitors. So when the years started to show on its Edit 8000 system--acquired years earlier as the Logicon TPS 6000--SCS had two choices: rewrite the code so it conforms to modern expectations or find an alternative product. At about the same time, Hyphen was slipping into bankruptcy, which made its Hyphen Editorial System available.

Although the Hyphen system hadn't had a lot of success outside Italy--it was installed at 30 sites worldwide, but only one in the U.S.--it provided some advantages over systems built around Xpress. Among them was the use of one composition program for all users, including reporters, editors and page makeup personnel. It also offered some capabilities that Quark hasn't offered, such as the ability to set different gutter values on different sides of a text runaround.

SCS acquired marketing rights to the system from Tera, its developers, and incorporated it in its product Line as GoodNews. The target market is newspapers with circulations between 20,000 and 500,000--a much broader spectrum than most system suppliers attempt to reach with one system---and configurations ranging from 22 to 300 terminals.

One difference between GoodNews and the earlier Hyphen Editorial System is the underlying

database. It uses a unified SQL database instead of the combination flat file and Sybase data handling used in HES.

GoodNews is characterized by great flexibility, which enables each user--reporter, editor, layout designer, etc.--to set up the functionality differently. The system comprises a suite of modules, including Ted for text editing; Fred for page makeup; and software for production tracking and system management. These are portable modules that will run as Windows clients in any server environment that uses Sparcstations, Vaxes or PCS running NT. A simple scripting language configures each software module to match the needs of each user.

Editing and H&J. All modules are accessed by user log-on, which configures the various software modules, directory structures and user interfaces accordingly. A key feature of the word processor is its interactive justification mode in which stories are automatically H&J'ed as the user types, displaying all line breaks and hyphens. This mode is particularly useful in writing to fit the layout, since it provides nearly instantaneous feedback regarding how editing changes will affect copy depth.

The system also provides a WYSIWYG preview next to the text window.

Other notable features include support for hidden text, a table editor, H&J in multiple languages, the Houghton Mifflin spelling checker with user dictionaries, optional access to a command-line user interface as an alternative to the graphical one and support for more than 20 common graphics formats.

Fred for page layout. Page layout is handled by Fred, GoodNews's "frames editor." Stories pass from Ted to Fred in an electronic envelope that contains user-configurable details about the story. Depending on the newspaper's requirements, this could include information such as the suggested page placement, notes to request additional information or to hold a story, and details such as the story's length or date of publication. The newspaper can set this up during installation or change it later. Pagination is handled by Fred and Ted working in concert.

Frames or text boxes for pagination can be drawn on the screen or specified by their dimensions in a format palette. Because this is a dedicated newspaper application, the developers have built tremendous flexibility into the formatting so it is possible to have nearly any imaginable multicolumn story shapes.

Since Fred and Ted derive from a common code base, they are tightly integrated, ensuring that there is no possibility that H&J will differ between the two modules. The drawback is that it is not possible to edit stories on the WYSIWYG page. Stories are handled as embedded objects, so for editing during page layout, Fred opens an editing screen or returns the user to the full Ted module. This sounds a bit cumbersome, but in use it seems to work well, especially since editing changes are reflected immediately on the screen in the page preview within either Fred or Ted.

Formats are treated as separate files and attached to page components, rather than embedded within page components. This makes it possible to put control over items such as headline formats in the hands of editors rather than reporters. Similarly, copyfitting can be tightly controlled to prevent the wrong person from writing a headline that wouldn't be consistent with a newspaper's style. In fact, it is possible to use the system's security feature to prevent a paginated story from being accessed by a reporter.

The dynamic relationship between Fred and Ted continues throughout the production process, but it is possible for an editor at deadline to prevent a story from getting passed back from a subeditor until it

fits. The hidden notes feature can be useful in passing messages explaining these situations.

**Administration.** The part of the system that handles system management tasks and external input such as wire services is called Shelly. It is the only 32-bit system component in GoodNews and it requires NT. A management shell that controls the movement of files within the system, it relies on custom-designed search-and-retrieval technology that operates very quickly, with functionality geared toward the needs of newspaper print production.

Shelly's parameters can be configured to be quite rigid or extremely flexible, depending on users' needs. The module controls directory structures, search and retrieval of wire stories, plus database access. This is a powerful module and one that is mandatory for larger systems. At the Herald Tribune, Shelley manages approximately 24,000 wire-service dispatches daily, and the newspaper uses these as the basis of an average of 400 stories daily. Search and retrieval of wire stories can be configured to apply to any story part or to complete story content--just headers or body text, or both. It is also possible to search on the top few lines of a story.

Once stories are ready for the page, Shelley delivers them to Fred, instructed with either menu-driven commands or keystrokes. It is possible to assign complex scripts to individual keyboard combinations, so the macro options for making the user interface idiotproof are extensive.

**Scripting.** GoodNews incorporates a simple scripting language that a newspaper can use to make system changes after installation. It can be used throughout GoodNews to handle a broad range of functions. Any action can be built into a script and assigned to a keyboard command, including calling dialog boxes and making the results of the operator's response happen automatically. Conditional expressions can be incorporated in scripts. (SCS says there are 300 commands that can be called by scripts.)

A script can modify a user interface, define a story or page format, control access to a database and so on. SCS reports that 100 scripts have been written and are being supplied with the system.

**Other modules.** GoodNews supports other modules, including Layout-8000 for creating ad dummies, an electronic mail program, all HTML generator for creating pages for the Web, an OPI server developed by Marlow Graphic Services in the UK for NT, and the Personal Librarian archiving system, which SCS has used with its earlier systems.

**SCS/Track.** SCS has developed a program for managing and monitoring the production of ads. It brings up, sizes and names new ads, using information from the booking system. It then routes ads from station to station as they proceed, presenting them to the appropriate users in order by deadline. When a user selects a job to work on, SCS/Track brings it up and stamps the location, date and time and updates the job status information. Logs for expired ads are archived to a history file.

SCS/Track supports bar codes for logging physical ad materials, standard report programs for printing or displaying reports based on status, identifies bottlenecks, provides production statistics and analyzes costs. Among the available reports are productivity by adtaker, volume by advertiser, corrected ads, unfinished ads, etc.

The system displays fists of ads with or without insertion orders.

SCS/Track runs on any PC, including remote units in the field.

AdMax. Like a number of other companies these days, SCS has combined classified and display ad entry within one program, although it uses different entry forms. Unlike some others, though, SCS has gone beyond classified and display advertising to interface to SCS/Circulation to provide a single database that enables callers to address all issues with a single call.

SCS also plans to support a contact management system, which it is now developing and which, it says, will be ready by the end of the year. Like other aspects of these systems, there will be no limit to the number of contacts it will support.

AdMax is a flexible, comprehensive system. For adtakers, it handles pricing of multiple products; automatic addition of extra charges for color, logos, etc.; and ad placement requests for page dummyming.

For management, it accommodates different deadlines for different days. It documents who made changes and when they were made. It faxes ads back to customers for approval, including logos, pricing and the run schedule in the fax. It also tracks income from the moment an ad is entered and keeps detailed audit-trail information for all transactions.

Status. AdMax went through beta testing at two sites and has been in live production since May. As of the show, SCS expected to start upgrading its customer base of about 20 users soon. It will offer generous upgrade terms to try to get all customers on the new version.

### **Sysdeco tries to get on track**

After a difficult year of efforts to integrate its new product line, Sysdeco used the show to try to convince people that it has settled down and is ready to start claiming its place as one of the leaders of the industry. With the theme "Leadership through innovation," it launched a multipronged effort:

- It announced some key new sales that demonstrated that the market hasn't given up on it.
- It Showed a product line that included a little bit of everything without appearing as the ragamuffin outfit it sometimes resembled in the past.
- It reported a shift in Company focus that puts this portion of its business in the forefront, where it probably should have been all along. With the change in focus came some personnel announcements that made similar good sense.

But in spite of those positive signs, convincing the industry that the worst is behind it remains problematic. The company has disclosed that its second quarter will be mired in red ink like the first one, and that the prospects for the rest of the year are uncertain. As CEO John Jamne puts it, he isn't making any predictions about when the company will be profitable. It has announced plans to receive additional funding, which should help stabilize the situation, but until profitability is reached, the industry will remain dubious.

For now, Sysdeco did what was probably the best thing it could have done.

Sales. Sysdeco has been selling publishing equipment since it made the acquisitions in 1995, but no announcements could have been timelier than the two made just before *Nexpo*: a \$15 million order for news and advertising systems from Ottaway Newspapers and the successful completion of a \$9 million project to paginate the editorial sections of the New York Times. The three-year Ottaway order covers

21 sites and involves the Systeco Editorial System (based on DewarView) and the Enterprise advertising system (acquired from Sypress).

Sysdeco also distributed a "client list" claiming that "more than 700 publishers worldwide . . . look to Sysdeco's editorial, advertising and production tracking systems for prepress solutions." If that is the case, it means that very few Atex customer have abandoned the ship in spite of all the problems of the last few years--a situation we suspect is somewhat exaggerated. The claim was presented with a list of 380 newspaper customers that left us wondering about the identities of the other 320 customers (not to mention our curiosity about the newspapers on the list called merely "The Herald," "The Courier," "The Star," and so on).

It is important to note that, even among the 380 on the list, many have no intention of buying Sysdeco systems when they need to replace their current Atex products. Some, especially among those in Europe, are actively seeking a new supplier.

But it was an impressive list of newspapers, reminding us that there is still a large customer base worth serving. Sysdeco noted that some of the customers that had let their maintenance contracts lapse are starting to come back, although it didn't provide any details.

Product line. If the products on display at *Nexpo* are an indication of the products the company is counting on for the future, it is a streamlined, new-generation lineup. They included six items:

- The Sysdeco Editorial System, which combines complete DewarView workflow and pagination software with enhancements from Atex products and support for text-driven layout. Sysdeco said it recognized that the DewarView database needs to support more than a single table, and it is working on enhancements of that nature. The editorial system development lags about 6-9 months behind the advertising line, we were told.
- Enterprise, the advertising suite that includes Contact Manager, Space Reservation and Contract Management, plus a version for smaller installations.
- Catalynx, the catalog production software included in the Dewar acquisition.
- NetInk, a new tool for automating the production and maintenance of online catalogs.
- TrackPage, a system for tracking production of editorial and advertising pages that has been undergoing testing at the New York Times and Boston Globe.
- Tools from the Sysdeco arsenal, including a toolkit for database modeling, a relational database and a report generator.

In addition, however, Sysdeco let it be known that it hasn't abandoned its large Atex customer base. EdPage remains a key product for layout-driven pagination, the Turbo-11 upgrade for J11 systems is doing well in the market, and the next phase will be to move from the J11 database to SQL.

People, Places and Events. Sysdeco gave a concept demonstration of a potential new product going by the code name People, Places and Events. It's a multimedia tool for storing information for use in producing newspapers, among other publications. It consists of a database that identifies people in photographs and places on maps. It also tracks information about objects, such as the copyright to a photo.

PPE, as it is called, contains two user interfaces--one for librarians and one for searches by users needing information. When a search is made, hits are identified by colors, such as individuals appearing in photos.

Assuming it becomes a product, PPE will have a tight link to the editorial and advertising systems. Sysdeco said it would take about six months to make it a product.

TrackPage. Much closer to being ready for the market is TrackPage, the production tracking software that is already tracking pages at the New York Times and the Boston Globe. Built using Sysdeco's Systemator tools, it is operating-system-independent. At the Globe, it is being used to track EdPage, Architect, Full-Page Output, Display Ad Services and Classified Pagination.

It uses colors to note status or content type, depending on what the operator requests at the time. It's possible to request a list of all pages that are nearing deadline, all pages that have errors, etc. Clicking on any displayed item then brings up additional information about that item.

TrackPage supports a system of deadlines for publications and pages, but not for elements on a page. Warnings are issued when deadlines approach.

Sysdeco's plans are to offer the product first with basic functionality and a graphical user interface. The next step will be to expand the architecture to enable it to track the Sysdeco Editorial System, Quark Xpress, etc. Sysdeco said it would publish the API to simplify offering support for other products.

Sysdeco said it should be easy to retrofit TrackPage onto systems in the field, a fact that should be apparent both by what is being tracked at the Globe and by the priorities Sysdeco has set up for itself. Its decision to start with the legacy systems may make it easier to retain its existing customers, but it won't help to attract new ones that are interested in DewarView, Enterprise, Xpress and similar new-generation products.

NetInk. Another new product in its first showing was NetInk, an Internet transaction and publication tool. The intention is to be able to use a content database to produce publications both in print and online. One example Sysdeco gave was catalog publishing, where its Catalynx software, developed by Dewar, already can produce paper documents but would be used also for producing catalogs either on the Internet or on CD-ROM.

NetInk will consist of facilities for handling such tasks as building templates to control the structure of online documents, building tables automatically, generating indexes, providing hyperlinks for a publisher to sell to an advertiser, and so on. It will use Open Market technology for handling transactions.

Availability and pricing are to be announced.

Organization. We already reported the organizational changes, so we'll only summarize them here. First, Sysdeco moved its headquarters to the U.S., where it would be better located to run the business and to make an initial public offering on the stock market. The IPO had been planned for this year but has been postponed until the company's finances are sounder.

Next, Sysdeco changed the core of its business focus from its development tools and other products that had been its bread and butter for years to its Media Group and the media products that it had acquired, starting with some of the earlier ND Comtec products and then adding the Sypress, Atex and

Dewar lines. The company said the Media Group now accounts for 60% of its total business and is the fastest growing segment. About 40%--45% is in the U.S., Sysdeco reported.

Finally, Sysdeco announced the management team that will run the Media Group business from its Bedford, MA, headquarters. It is led by John Jamne, who had been CEO of the Sysdeco Group in Norway and now will focus on the Media Group. Marlow Einelund is president. Clive Segal, the company's veteran of the Atex newspaper days, moves from the head of U.S. operations to become the worldwide operations head. Debra Ballinger is taking over the U.S. role.

### **SII: new tools from Tandem, Cybergraphic**

For System Integrators, the focus was divided between a new computer architecture from Tandem and the first opportunity to see how SII would present the Genera product range from Cyber-graphic, for which it has marketing rights in various parts of the world. The appointment of the company's new CEO, Frank Washington, wasn't announced until days after the show closed, so one of the preoccupations of the show was monitoring the latest rumors about who it would be.

Washington took over for Erika Williams, who left to take a similar post at Cincinnati Microwave. Washington earlier held a variety of positions in the media industry, including helping to run McClatchy Newspapers and serving in President Carter's Administration in a couple of communications roles.

Tandem offers ServerNet. The new architecture from Tandem, called ServerNet, is a chip-level technology that builds a highly intelligent router deep into the computer architecture. The effect is to optimize the computer to handle intelligently all forms of data with a significant reduction in the amount of compute cycles needed to process data. It essentially allows data to be routed through the computing system to the required location without generating specific compute cycles to handle specific moves.

This technology, under development by SII for some time, is covered by more than 50 patents, we were told. It is designed to jump ahead of current approaches, including symmetric multiprocessing, clusters of processors and massively parallel computing for the handling of all media types. In effect, it transfers computing from a store-and-forward approach to moving data to what is termed "wormhole routing," where a packet of data knows where it has to go before all the data have arrived.

ServerNet architecture supports Unix, NT and Tandem's Parallel Kernel operating systems. (Parallel Kernel is the new name for the full fault-tolerant operating system that is currently supplied through Guardian.) For the implementation of ServerNet, Tandem has alliances with Microsoft, Compaq, Ericsson and NEC.

In the future, ServerNet will be available to run SII's System/66, when it will be called System 77 and run under Parallel Kernel.

Genera. One of the more impressive products on display at the show, in our view, was the Genera line from Cybergraphic: CyberSell, CyberPage and CyberNews. SII has obtained exclusive marketing rights to this line in all areas outside Australia, North America and the UK. In the U.S. and the UK, it shares distribution rights with Cybergraphic. As far as we know, the products sold by the two companies will be identical.

The system will run under NT using Pentium PC servers. SII sees Genera as fitting in below its System



66/77 line and providing some components for the SII Professional Services division. Many of the components of CyberSell are being used in the system being developed by this SII division for WAZ in Germany.

There are no plans to run Genera applications under ServerNet with Parallel Kernel, but in the future SII plans to run them using ServerNet with NT. The differences depend upon the importance to users of total fault tolerance and high-availability secure data.

MediaVu. Another product at its first *Nexpo* (it debuted at America East in March) was the MediaVu archiving system, for which SII has acquired distribution rights from its Scandinavian distributor, ICL. A modem multimedia archiving system developed in Finland, it is built around the BRS search engine and has Macintosh and Windows clients. It uses OGI scripts as middleware for developing HTML code for browsing via the Internet or corporate intranets. It supports Unix scripts on the server for automating tasks.

The Windows version currently runs only in 16-bit mode, but the plan is to bring it together with SII's 32-bit Windows applications during 1997.

In a newspaper environment, the base MediaVu product takes the IPTC headers from wire-service images and converts them into the MediaVu format. It also generates both a thumbnail and a screen-resolution preview file. It compresses the high-resolution image using JPEG.

The system also supports a Photoshop plug-in. All images can have additional information added to the header record by a librarian or other personnel. The system also serves as a full-text archive with all the tools that implies. It will also convert files to PDF to allow pages to be held in the archive. The largest user currently is the Helsinki Sanomat, Finland's largest newspaper, which has 120,000 images held in the system.

From our quick view, MediaVu looked like a state-of-the-art archiving system. It should compete with other key products, like Cascade's MediaSphere and Unisys's DocCenter, for the new world of multimedia archives.

### **Ultra readying new system**

For the past several years, we have seen the same composition system in the Ultra and ESE booths, with Ultra planning to use it to serve the Latin American market, among other areas, and ESE serving Europe and the U.S. They had been engaged in a cooperative development effort.

That arrangement has ended, though, and the two companies exhibited completely independent products. Ultra has been working on its system for four months and is within a couple of months of having it ready for the market, we were told.

It is fully ODBC compliant to enable migration to any database, Ultra said. Among the system's interesting features is continued support for XyWrite with its UltraEdit program--one of the few places we even heard mention of XyWrite at the show. UltraEdit also supports Word.

Ultra isn't as far along as ESE in its H&J sophistication. Where ESE is actually using Xpress H&J within its editing program, Ultra goes to Quark to get the page geometry, but then uses Word's H&J program to justify the text, which doesn't guarantee the same line endings or copy depth.

Other lines. Ultra also has branched out to handle other product lines, including the ExxxtraSetter Virtual Drum imagesetter, the Juno Enterprises desktop drum scanner (not a Screen scanner, as we reported in our show preview) and even printing presses.

### **Unisys addresses Internet in U.S. debut**

We recently ran a detailed article on the Unisys systems--Hermes for editorial, WireCenter for wire services and DocCenter for archiving-- we will focus here on items that have changed since then (see Vol. 25, No. 9). They include enhancements to WireCenter and DocCenter and served developments for the Internet.

One new development is a common user interface for the WireCenter and DocCenter applications. In addition, WireCenter, which previously had been used mainly for handling newswires, is now handling full images as well. In the list window, images coming from the wire services are shown as thumbnails, and an indicator is set to show when a picture has been used. The image can be opened in high-resolution format and dragged into Photoshop for editing or into the Hermes editorial system. It can also be exported from Photoshop into Hermes via a plug-in.

The same facilities exist for images as for text to set up what Unisys refers to as TTY queries, which monitor all incoming images looking for certain criteria and sort them into defined baskets.

WireCenter now supports three types of inputs: text, images and local reporter input, which can include remote input of text and images from reporters or photographers in the field. The same input and selection criteria as for wire-service data apply to reporter and photographer input.

DocCenter. Enhancements to DocCenter, which are not yet deliverable, make it a full multimedia archive, handling all data formats--text, images, pages, audio and video, with searching and management of each. Special searches can be set up and stored, and two thesauruses of searches can be used for every search field. Searches also can have relationships, such as different breeds of dogs in addition to the word dog. (A search for "dog" would find spaniel.) In the same way, abbreviations can be held in a thesaurus of terms, such as to bring up Guardia de Firenze when we searched for GDF.

New capabilities of DocCenter including holding and displaying pages using Acrobat; selecting images and exporting them to Hermes; and selecting and playing sound and video.

Internet access. Unisys showed Web browser access to Doc-Center--one benefit of using a standard search engine. It uses Basis-Plus as the Web browser interface, provided through BasisWeb as the retrieval engine.

Hermes was shown automatically generating Web pages, which is done through filters working with the database. Selection parameters are used to find articles, which then are automatically built up as HTML-format Web pages. This is made easy through the internal database structure.

The system also builds links to articles, images and printed pages stored as PDF files. This allows data in the Web page format to be viewed in PDF like printed newspaper pages.

Debut. For Unisys, *Nexpo* was important because it marked the North American introduction of what is currently one of the hottest European newspaper products for medium- and large-scale newspapers. Moreover, it is a "no compromises" system for performance in building pages and doesn't use Word for editing or Xpress for pagination.

From what we saw of the demonstrations and the reaction of both Unisys staff and newspapers we spoke to, Unisys was generating very serious attention. In Europe, the battle for large newspapers is now mainly between CCI and Unisys. CCI now has established itself in North America, so it will be interesting to see if North America follows Europe in making these systems the leading applications for large newspapers. We are sure that Agile, ATS, Cybergraphic, Digital Technology Harris, and the old warhorses of SII and Sysdeco will have something to say about that, but from what we have observed, the Europeans are on a roll, and do know how to implement large-scale integrated newspaper production systems.

**Deal with Microsoft.** A key announcement for the future came in a joint marketing development agreement with Microsoft to port the Unisys publishing system to NT. According to the announcement, Unisys and Microsoft will work together worldwide to provide one of the first integrated solutions for NT designed specifically for newspapers.

Under the agreement, the two companies will work together to provide Unisys support for Windows 95 clients and NT servers. (We wonder if either company looked around very much at *Nexpo*, since we saw other companies well ahead of them in showing both editorial and advertising applications based solely on NT--e.g., Cybergraphic---or both Windows 95 and NT--e.g., ATS.

This appears to provide Unisys with an entry-level newspaper system, where currently Sybase on Sun servers can be expensive. It also will enable Unisys to offer a system for use in remote sites accessing a central system.

Finally, the deal will permit Unisys to compete newspapers moving to NT primarily out of preference.

### **Electronic Delivery of Ads for Print**

Although not the hottest topic at the show, digital distribution of advertising for publications (DDAP) for use in print media continues to evolve. Since the Internet has yet to support the bandwidth necessary to transmit large files, its use is currently limited.

Among the exhibitors were new faces for *Nexpo*, including ACI, the company founded by former Camex executives; Image-Gate, a networking and data transmission company; and Luminous, which featured the Adobe Virtual Network it took over from Adobe when it was split off in January.

Note that the other active area for the electronic transmission of ads -- offering classified ads on the Internet -- appears later.

### **Ad-Star supports Windows client, fax**

Ad-Star Publishing Technologies, which has been supplying systems for transmitting display and classified ads for about as long as anybody, says its installed systems now transmit more than one million ads annually, from more than 1,500 advertiser sites to 62 participating newspapers. It offers two products: Ad-Star Telecommunications Processor, which runs on a PC at the newspaper site, and Ad-Star Remote, which has been running on Macintoshes and MS-DOS PCs at advertiser and ad agency locations.

New at *Nexpo* were support for Windows among remote clients, true H&J running in the client, enhanced ad management at the advertiser's site and the ability to accommodate ads sent by fax.

Windows clients and H&J. The Windows clients operating at advertisers' sites support multiple publications, which are selected through a new point-and-click user interface. Selecting a publication accesses the appropriate table for that publication, which includes an H&J program modeled after the one the paper actually uses.

Ad-Star says it can achieve results that are extremely close to what is obtained on each newspaper's system, regardless of what software the newspaper is running. For example, Ad-Star Remote uses the actual kerning tables of the host system; it can be programmed to base its interword spacing calculation on a minimum value or an optimum value, whichever the newspaper's system uses; and it contains controls over intercharacter spacing, such as to add or reduce spacing as part of the justification process.

The one area that is hard to duplicate is the hyphenation dictionary, which tends to change frequently as new words are added. So Ad-Star sets up its remote clients to transmit hard line endings so that any slight differences in the H&J results that do occur won't be a problem with the host system.

The H&J program in the client station runs either interactively, breaking lines as the operator types, or by command after the text has been entered.

Prior to offering this H&J software in the client, Ad-Star provided an H&J station at the newspaper. Ad copy was sent to the H&J station and the results were returned to the advertiser, which was unnecessarily time consuming and cumbersome.

It is possible to embed codes in the ad file that call for the insertion of logos, generate typographic formats, etc. The ad agency can use the same code system for all newspapers because the Ad-Star program converts them appropriately for each target system.

Fax handling. A new optional program for the client station, called the Fax Management System, receives ads by fax, automatically runs them through an OCR program, and displays the ad in two forms side by side: the image of the ad and the OCR version. After running some tests, Ad-Star has settled on Xerox's TextBridge OCR software for this use.

Editorial functionality supported by the program includes rerunning a portion of text through OCR, cutting and pasting text blocks, searching and replacing character Strings, spelling checking and rotation of ads in 90 degrees increments.

The program also includes features for automatic processing of faxed ads, such as retrieving demographic information about the customer, verifying whether the ad can be filed automatically on the host system and faxing back an acknowledgment.

Pricing. System license fees are based on circulation, with the highest fees for papers with circulations above 400,000 and the lowest fees for those with circulations below 50,000.

As an example, a small paper would pay a \$25,000 license fee for the first year, plus \$500 per month for ongoing support, an implementation fee estimated at \$15,000-\$30,000 covering installation and customization, and about \$5,500 for hardware (\$8,700 for a redundant system). For the second through tenth years, the license fee would drop to \$500 per month.

On the high end, a 400,000-circulation newspaper would pay a first-year license fee of \$100,000 and support costs of \$2,500 per month, plus the installation and hardware costs. For its second year, the

same paper would pay a license fee of \$1,500 per month and support charges of \$1,250 per month.

The Fax Management System pricing is additional, ranging from a first-year license fee of \$20,000 for small papers to \$80,000 for the largest ones. Monthly license fees for the second year on range from \$625 per month to \$1,375 per month.

Customers. Ad-Star has built an impressive list of participating newspapers. Its list of 52 in the U.S. includes the Washington Post, the Chicago Tribune, the Atlanta Constitution and Journal, the Cleveland (OH) Plain-Dealer, the New York Daily News and Post, the Los Angeles Times and Daily News, the Philadelphia Inquirer and Daily News, the Miami (FL) Herald, the Rocky Mountain News (Denver, CO) and the New Haven (CT) Register. It has ten in Europe, all in Belgium.

The list of advertisers includes more than 200 agencies, more than 400 real-estate advertisers and more than 300 direct advertisers. Many of each type operate at multiple sites.

Classifieds on Web. Ad-Star also demonstrated a prototype of a program for putting classified ads on the Web (see coverage on p. 32).

Ad-Star Publishing Technologies, 250 West 57th St., Suite 932, New York, NY 10107; phone (212) 581-3322 or (800) 752-5187, fax (212) 581-8828. Internet: [www.adstar.com](http://www.adstar.com)

### **ACI prints job tickets**

We first saw Advertising Communications International (ACI) at the Seybold show in Boston earlier this year (see The Seybold Special Report, Vol. 4, No. 10). ACI is the company founded by former Camex executive George White and colleagues. Its AdDirect system aids in transmitting ads in various formats (PDF, TIFF/IT, etc.) from an advertiser to a newspaper.

New at *Nexpo* was the ability to print an EDI job ticket. Previously, users could only E-mail it for viewing on the screen. The printed job ticket contains all mandatory data as well as any additional data specified by the user.

ACI has also made its software available for downloading from its Web site, making it easier for newspapers to distribute to their advertisers:

[www.addirect.com](http://www.addirect.com)

ACI believes that it is essential to capture the bulk of the local advertising market in order for its system to be successful. To foster this, it is providing a training class that newspapers can offer to their advertisers. The half-day course instructs advertisers on the installation of AdDirect, on why using PDF is a more efficient means of electronically delivering ads and on what menu selections in Xpress and PageMaker are required to generate a PDF with the appropriate compression settings.

Advertising Communications International, 5 Upland Rd., Cambridge, MA 02140; phone (617) 499-0880, fax (617) 499-0878. Internet: [www.addirect.com](http://www.addirect.com)

### **ImageNet adds job tickets**

ImageNet, a division of Cornell Data Systems, has been providing high-speed networking and data transmission facilities for the graphic arts, printing and publishing industries since 1990. Its ImageGate

is a point-to-point delivery system that allows electronic graphic files to be transmitted at speeds of 1 MB per minute via ISDN.

At the *Nexpo* show, ImageNet introduced another option for attaching an EDI job ticket to display ads for electronic transmission.

ImageNet's EDI software was developed following specifications of the Newspaper Association of America, Graphic Communications Association and DDAP Association to utilize a single standard format for insertion orders and production job tickets for magazine and newspaper publishing.

Its Constable system consists of multiple components:

- Server for conducting repetitive tasks.
- Mercury for creating EDI job tickets.
- Acquire for processing the EDI job ticket.
- AutoMover for file movement and management functions.
- What's This, an Acrobat extension for viewing EDI information in a PDF file.
- Proof It EDI, an Acrobat plug-in for generating a printed proof of an ad with job-ticket information on a single page.
- Find It, an Acrobat plug-in for archiving files.

These components are sold as separate software modules. Users need purchase only those modules essential to their needs. A transmission system isn't included, but ImageNet's ImageGate can be integrated with the Constable Server.

Constable Server. As its name implies, the Server acts as an electronic traffic cop, automatically directing files to maximize work-flow. Automated functions include:

- Conversion of PostScript files to PDF.
- Paper proofs and print output.
- Routing of job storage and retrieval in specified folders.
- Storage and file handling upon receipt.

Future plans for the Server include extensions to Acrobat and Xpress for creating and browsing job-ticket information; the addition of archiving and search functions to manage PDF files with the Acrobat search engine; and communication with reservation databases that alert a business system.

Constable Mercury. This software module allows you to attach an EDI job ticket to a display ad and send it to a designated publisher. It was designed to minimize the amount of input required of the advertiser. Popup menus feature user-defined default settings. The software alerts the operator if a required field hasn't been filled or has been filled incorrectly. As many as 500 publishers can be added

to the send list.

An Autofill button automatically reads in information, such as purchase order numbers, control numbers, revision numbers and run dates, stored in the business computer database. Mercury reads in the original ad and generates a new file containing the file with an EDI job ticket. The combined file is then sent as an E-mail attachment.

Constable Acquire. Acquire receives the incoming digital ad, extracts the ad from the production instructions and places the ad in a designated folder. It can be set up to print the job ticket automatically upon receipt of an ad. Acquire also notifies the ad service and production units of the arrival of new ads.

Acquire updates the database with incoming ad information and can upload EDI information to the business database if supported. It also embeds the production information in PDF files for retrieval via the Acrobat EDI plug-in.

Constable AutoMover. AutoMover is scripting software (based on QuicKeys) that works with CE Software's QuickMail E-mail application. AutoMover watches incoming mail messages, opens them and stores the information, based on the type, into specified folders.

AutoMover unwraps incoming mail messages and notes the attached ads in a designated folder. Job tickets with ads are treated differently from messages without attached ads. AutoMover also notifies users that incoming digital ads are ready for processing.

Acrobat plug-ins. ImageNet has developed a series of plug-ins for Acrobat to help with workflow when dealing with PDF files.

The first one, called What's This, enables viewing EDI job-ticket information in a PDF file. It adds a button to the Acrobat toolbar that reveals job-ticket information when pressed.

Proof It EDI places full EDI information at the top of the page and a small version of the ad at the bottom of the page. This can then be output for proofing or filing.

Find It is used to archive files. It works with the Acrobat search function and allows you to search on any field in the EDI job ticket. ImageNet is also working on generating thumbnail views of files in the search results window.

Future. ImageNet is working on a desktop utility for dragging a file over the application's icon and viewing its EDI information, without having to launch the file's native application.

In light of the increased use of the Internet, ImageNet is thinking about using Netscape to transmit job-ticket information for use where ads may have been delivered to the newspaper via regular mail. The reception system could theoretically be attached to a bar-code printer, which would output a bar-coded label. This then could be attached to the film that had been sent in from the advertiser to help with tracking and placement of ads.

Hardware Requirements. The software initially will be available for the Mac. Plans for developing versions for other platforms will depend on customer demand. The software runs on Macintoshes with 68000 and PowerPC CPUs and requires a minimum of 8 MB of RAM and AppleScript.

Pricing is as follows: Constable Mercury, \$995; Acquire, \$695; the EDI job-ticket software, \$125 per license; AutoMover, \$395; the Acrobat extension, \$99 per license; and ImageGate ISDN and 56 Gateway hardware and software, \$5,995.

ImageNet is considering OEM opportunities.

ImageNet, 40 Morristown Rd., Bernardsville, NJ 07924; phone (908) 7661200. E-mail: [sales@cornelldata.com](mailto:sales@cornelldata.com)

### **Luminous AVN adds job ticket for ads**

At its first newspaper show since being spun off from Adobe, Luminous focused on newspaper applications. Its Adobe Virtual Network version 1.1 now provides an electronic job ticket for ad submission.

Luminous also announced plans to have by Seybold San Francisco an NT version of Color Central.

Luminous Corp., 316 Occidental Ave. South, Suite 200, Seattle, WA 981042874; phone (206) 689-6700, fax (206) 689-6701.

### **Mission Critical turns to Net**

Mission Critical's system for delivering ads electronically has a few new twists.

AdFast/Images is a new version of ad entry software that allows advertisers to transmit black-and-white images along with their ads. When an order is received by the AdCommand server, the ad and the graphic are separated and forwarded to the appropriate departments, i.e., the ad is sent to the advertising system and the graphic is sent to the production operation.

A Toolkit for advertising front-end systems allows the user to customize AdFast for different market segments, such as real estate. A new Central Software Delivery feature allows newspapers to update advertisers' software via modem. The AdCommand server keeps track of what software version each advertiser is using, and, upon log-in, it prompts the user to download the updated software. The user can opt to delay the downloading and select a more convenient time to perform this operation.

AdFast.com. AdFast.com extends the PC system to any platform by using the Internet-based applications for ad entry. Using a forms-capable Web browser, an advertiser can fill in a job ticket online via pulldown menus. Images can be attached to ads.

Using CGI scripts, an ad enters the AdFast Web server and is forwarded to the AdCommand server. The system then sends the advertiser a note via the Web browser, indicating that the ad was received successfully or that there were errors. The ad tracking number is included. After the front-end advertising system processes the ad, AdInterface software sends the advertiser updated status information, including the final ad text, the ad depth in number of lines, the price and the ad number. This information is available via E-mail or fax. AdInterface software, which is integrated with two-way software on the classified system, can also send ads to a common directory or to assigned sales reps.

AdFast.com also comes with other CGI SScripts that allow newspapers to customize the look of the forms. This allows them to tailor the forms for specific advertiser categories.



Mission Critical plans to incorporate Java applets that will add functionality, such as generation of status and various other reports directly for access using the Web browser.

Mission Critical also plans to support display ads with its current AdFast and AdFast.com systems.

The AdFast.com server requires a 100-MHz Pentium PC, EISA bus architecture, 32 MB of RAM, a 1-GB hard disk, an Ethernet card, NT and Netscape server software.

**Interealty deal.** Mission Critical has signed an agreement with Interealty to integrate AdFast with Interealty's real-estate software. Interealty, which claims to be the leading multiple-listing service vendor in the country, comprises PRC Realty Systems, Realtron and Real Estate Information Connection, which merged in 1995.

The system will allow real-estate agents to create, schedule and transmit real-estate ads, complete with property pictures, directly to newspapers. At the newspaper the ads will be routed automatically, priced and formatted for production. The new system also will provide realtors with ad management capabilities, including detailed records on the status of each ad placed with the newspaper.

The system will be shown first this summer prior to a general release in the fall.

### **Posting Classifieds on the Internet**

Without doubt one of the hottest new fields in the industry is online publishing of classified ads. New vendors and old ones are scurrying to get into the act. Some newspapers are merely posting their printed classified data on the Internet. Others want a way to offer something unique that sets them apart and perhaps gives them a firmer hold on the market. The basic idea is simple: create a database on the Web server that is fed by a newspaper's classified system and, using CGI scripts, output the information in a searchable form to the Internet. The vendors discussed here offered their own twists on this theme, creating stiff competition in this market.

The ultimate goal, presumably, is to provide a viable solution for newspapers to obtain revenues from their online activities. Taking information that is readily available from the newspaper -- information that is of vital interest to readers -- and reusing it should, ideally, provide a new revenue stream without requiring the investment of a lot of time or energy. The efforts so far are promising, although, as with many enterprises on the Internet, profitability hasn't kept pace with ingenuity. The degree of success this activity will achieve will depend on how certain factors play out.

#### **Positive factors**

Delivering classified ads online has key advantages over ads in print that could be influential in making this form successful in the market.

**Cost.** The cost of publishing a newspaper online is very low compared with the cost of publishing in print. If the newspaper already has the database of ads, it costs comparatively little to make them available online, at least in the context of the cost of newsprint, ink and press time it takes to produce a printed newspaper.

**Search facilities.** Anyone who has ever pored over pages and pages of classified ads wondering where else to look for a desired item would be delighted to have search facilities that sort through the database and select all (and only) the relevant ads to present to the reader. Online ad services can offer

sophisticated search capabilities that provide more accurate results.

**Agents.** Besides the convenience of good search facilities, online advertising makes it possible to employ agents to monitor a user's personal profile and inform that user via E-mail when new information matching the search criteria has entered the database. (A spouse or colleague might perform the same function with printed ads, but that practice could get tiresome quickly.)

**Larger database.** It would be impossible for a local newspaper to print classified ads for an area extending across a big state or the country. But online ads can easily reach far beyond those bounds to present readers with information relating to nearly any location. In some cases, such as searching for a house in a faraway place, online ads can do something that would be nearly impossible to do with printed ones.

**Links to associated information.** Although print advertising offers the option of adding display ads to present a more powerful force than simple liner ads, the reader may not see the display ads. They may appear on a different page or may be separated by many other ads. With online advertising, it is possible to have a link to a display ad -- or multiple ads and nearly unlimited volumes of different types of information -- immediately from the ad the reader is viewing. This makes an attractive addition for the advertiser.

### **Negative factors**

Those positive factors suggest that a newspaper's online classifieds can provide a useful service either instead of or in addition to its printed ads. But they ignore a few other issues that might tell us much about how online classifieds will fare over the long run.

**How big is the audience?** Even though the number of people using the Internet is increasing every day, the numbers are still relatively small when you think in terms of a newspaper's current circulation levels. It will take time for the online population to be large enough to make it worth an advertiser's while to pay for ads -- which is OK because, so far, most online classifieds are offered free to advertisers that pay for a print ad.

**Other competition.** The printed paper isn't the only alternative to online ads. Newspapers face other entrepreneurial operations selling space online, especially in the real-estate and automotive arenas. Even though the newspaper may be the best outlet for these advertisers in the print world, there may be some better ones coming online. In some cases, advertisers have established relationships with other online products, which might cause them to stick with their familiar relationships and not switch to newspapers, although the argument may work also in reverse.

To combat this, the solutions we saw at *Nexpo* offer added perks --sophisticated searches, virtual agents, etc. -- that might be compelling enough to attract these advertisers to the newspaper. These additional features could be made available as an optional service, allowing newspapers to draw additional revenues.

**Internet access.** Some programs for selling online classifieds involve making advertisers upload information themselves. This sounds like a great idea, but many businesses don't yet have Internet access, so offering a service like this has little appeal.

**To the victor . . .**

We don't know how this issue will resolve itself. The newspapers have a battle dealing with the likes of CNN and TV news programs. However, they have an established classified ad sales program and a proven base of readers. The winning cards for this game may already be in their hand.

### **Exhibits**

Among the following companies, some exhibited not only at the *Nexpo* show, but also at the accompanying Connections show.

#### **AdOne serves 206 newspapers**

Newspapers in the process of getting an online news-oriented product up might consider AdOne Classified Network's services for extending print classifieds into the online arena. The company lists a total of 206 newspapers as clients, generating \$250,000 in incremental, annual revenue for the most successful of its customers. AdOne offers a turnkey service to take a newspaper's classifieds online.

Online ads cost \$5-\$9 beyond the regular print price, with little print classified erosion, according to the company.

In addition to technical resources, AdOne offers sales training to classified ad salespeople and a marketing plan for promoting the online classified advertising capability.

#### **Ad-Star, Loki put ads on Web**

Ad-Star Publishing Technologies demonstrated a prototype of a product for putting classified ads on the Web. Developed for Ad-Star by the Loki Group, it takes ads in a variety of formats, such as ASCII or Autologic's ICL, parses them to convert traditional classified abbreviations to conventional English, and stores them in an SQL database. It supports setting up synonyms for terms to be treated similarly in searching.

Search procedures are attractively implemented. The operator selects the classification and is prompted about refining the search. For example, for real-estate ads, options appear for specifying the number of bedrooms, baths and so on.

Hits will be displayed initially in brief form, similar to a directory in a newsroom editorial system. Then the operator can select one or more from the entire list and request the full text of the ad.

Part of the plan is to sell links from ads back to the advertiser's home page. Also planned for the future is the ability to handle display ads. It will parse them to produce searchable text.

Ad-Star is using the working prototype to find a few initial customers. It says the program will interface to most front-end classified systems.

#### **ClassiFacts gathers ads from 50 papers**

ClassiFacts gathers Sunday classified find display ads for employment, real estate and automobiles from 50 newspapers. Ads not available in electronic form are scanned. Royalties are paid to the contributing newspapers while ClassiFacts charges individual job seekers, house seekers, and automobile brokers or dealers a fee of \$12.50 per week to receive a customized, printed listing of jobs, houses, or cars and motorcycles of interest to them.

The firm has an 800 number for job counseling and it interviews clients carefully to determine exactly what search criteria are needed to generate the list of employment opportunities. As a result of this established business, ClassiFacts is in an ideal position to offer its newspaper ad contributing clients HTML conversion services and hosting services for going online to a wider audience. This service is called WebClass. ClassiFacts' first WebClass customer, The Santa Rosa (CA) Press Democrat, went live on June 8.

### **Edgil features WebCentral**

Edgil's WebCentral (see Vol. 25, No. 14) consists of three components:

- AdParse extracts data from a classified system and creates an ASCII file. It can also convert system-specific verbiage, such as 4/3/2, to common language, such as four bedrooms, three baths, etc. AdParse is streamlined for Web output, but it also can generate listings in interactive TV format.
- WebOptimize reads data produced by AdParse and populates the Sybase database.
- The Edgil Access Processor (EAP) provides application programs with access to the classified ad information in the WebOptimize database. Query and result information is transferred between application programs to the EAP using a set of ASCII messages. Edgil defines an "application" as a series of programs that are launched when an HTML-encoded document that contains a link to the application program is received from the user's browser. Edgil is currently offering three prepackaged applications: automotive, real estate and employment.

Herald launch. On July 1, the Boston Herald launched its JobFind employment listings on the Internet using AdParse. At the site, users are able to search and respond to ads online. The system allows the user to create a resume for each type of job listing being applied for. It is possible also to attach a cover letter. The system supports blind resumes to protect personal information. The resume is then associated with the specific ad the user is responding to.

Companies will be able to view online resumes and place ads online. They can choose to receive responses via E-mail or fax.

Before ads that have been entered online become available for searching, Herald employees intercept the ads to review and proof them using the Web browser. Employees can also view information about the advertiser, such as whether or not its account is in good standing.

Edgil also supplies its technology to Mission Critical for use in its AdFast.com service (see elsewhere in this Report).

### **IBM teams with Electric Classifieds**

IBM is interested in positioning itself as the be-all-and-end-all solution for newspapers getting online. It plans to provide end-to-end solutions that not only incorporate the latest technology but also foster a community-oriented focus to attract more online readers.

IBM has cooperated with two companies, KOZ and Electric Classifieds, to accomplish this goal. KOZ, which involves putting content on the Net, is covered elsewhere. Electric Classifieds, which involves putting class ads online, is covered here.

Electric Classifieds, Inc. (ECI), is building on the success of its highly regarded Match.com online personals and matchmaking service to extend its technology to all types of classified advertising. Its Global Online Classifieds dynamically generates pages based on content stored in an Oracle database. Since ECI is providing "middleware," it can combine information from a newspaper's front-end system with information that is added to the database via online forms. ECI will also use Informix and Illustra databases when other types of media need to be stored.

ECI supplies a series of templates for each function offered -for browsing, searching, placing ads and using virtual agents. Newspapers can customize the look and feel of the display and even brand sites with their own logos.

Links. The goal is not only to supply newspapers with a method for dumping their current classified database online, but to provide additional relevant information that will keep readers at the site. For example, automobile listings could provide links to automobile reviews or blue-book price lists -- information people looking for a car would want, but ordinarily would have to search elsewhere on the Internet to find themselves. ECI provides a way to link all this information so the user doesn't have to stray from the site.

Like Zip2, with its Yellow Pages system (see p. 42), ECI has linked its system to geographical information, allowing users to search for items within a specified radius of their current location. ECI provides turn-by-turn directions and dynamically generated maps.

Also like Zip2, ECI provides opportunities for upselling -attaching photos, video, sound or additional information for specific advertisers. ECI's system is designed to enable online publishers to extend the relationship they have with their business and classified advertisers and to develop and exploit new sources and innovative ways to generate advertising and transaction revenues.

Placing ads. ECI's system allows advertisers to place ads using an online form. Advertisers can attach multimedia elements and preview their online ads. After ads are submitted, the server forwards the information to the front-end system and generates an HTML page with the cost of the ad.

For automobile ads, ECI has added a feature that lets online advertisers review the blue-book prices for the current, previous and following year with original, retail and wholesale prices for the make and model of their car. Working with KOZ and IBM, ECI can also link to community-supplied information. For example, when searching for a home, users could also access information about a specific neighborhood, such as schools or churches in the area.

User features. On the user side, searches for information can be based on keywords or fielded data. ECI's system tracks each user's sessions and generates banner ads based on an individual's profile. This provides direct targeting of ads to a more accurate selection of potential customers.

For its Match.com service, ECI plans to add higher levels of interactivity including individual and group chat rooms, audio support with ads and possibly avatars.

Electric Classifieds, 340 Brannan St., Suite 203, San Francisco, CA 94107; phone (415) 284-5300, fax (415) 284-5315. Internet: [info@eci.net](mailto:info@eci.net) or [www.eci.net/info/index.html](http://www.eci.net/info/index.html)

### **InfNet offers more than Internet access**

InfNet has positioned itself as a key player in the online newspaper market, offering three levels of

services to newspapers:

- Access affiliates, which supplies a POP (post office protocol) at the newspaper for offering Internet access to its subscribers.
- Publishing affiliates, which helps in putting a newspaper's content online and in providing the tools and training to keep the information updated.
- Product customers, which allows customers to choose from several products offered by InfiNet without becoming an affiliate.

InfiNet initially restricted its affiliations to daily newspapers with circulations above 50,000. But its new structure also affords smaller newspapers its expertise. It currently has 48 live affiliates, with 32 more in the works.

InfiNet offers several products aimed at helping newspapers acquire revenues online.

**ReWeb.** ReWeb, developed in conjunction with the Virginian Pilot of Norfolk, VA, pulls information directly to the Web from the newspaper's classified system or from a multiple-listing real-estate database. Search facilities are provided online and include up to five photos of a property and E-mail to a company or an agent. Searches can be broken down into neighborhoods. Search results are categorized to zones on a map. Web page forms allow advertisers to update listings online.

**AutoOnline.** AutoOnline allows newspapers to attract local dealerships and establish Internet promotions. Dealer inventory can be uploaded daily. Users can search for a used car by make, model, year or price. An E-mail notifier allows users to register a standing request and be notified when a match enters the system. Utilities for calculating monthly payments and purchase prices are also included. Links to relevant information, newsgroups and a bulletin-board forum provide users with added resources to obtain automobile information.

The system also allows newspapers to rotate among banner ads each time a user accesses the Search and New Cars pages.

**Classifieds Online.** Classifieds Online allows newspapers to upload their classified liner ads from front-end systems to the Web. A custom data filter parses the data into main and subclassification headings for easier searching. Newspapers can optionally enable advertisers to insert new ads into the database. Online commerce capabilities can be added to accept payments for ads.

**Personal Press.** Personal Press, expected this fall, allows users to select subjects of interest from the news, finance, weather and fun sections. Customized news is combined with a newspaper's local news to provide a personalized edition. The Verity search engine allows users to search for content.

**Talker.** Talker allows newspapers to set up chat rooms based on niche interest groups. Users can create private rooms and send private messages to each other.

**Coliseum.** Coliseum gives newspapers the ability to host live online talk shows. Questions from Web users are submitted to moderators who can select and edit the questions before sending them to the guest speaker. The questions and replies are then made viewable to online users. Administrative functions allow limits on the number of participants or make the area accessible to members only.

Archives Online. Archives Online provides access to a newspaper's archived text stories. Users can search by year or by keyword. The system can generate a fee based on articles the user wants to download. InfiNet will verify information, capture billing data and charge the user's credit card for each article retrieved. A password-protected Web page allows users to check their balances. The system, designed to work with the VuText Save system, can also provide a filter to convert and transmit files from other systems.

Employment. InfiNet is working on an employment module that will be fed by a newspaper's job classifieds. it will be available in 4-6 weeks.

### **MPI shows online auto classifieds**

Along with its GuideLines product (see p. 41), Management Process Integrators (MPI) unveiled a prototype service for automobile ads. Here users place ads online and input credit-card information to pay for them. MPI says its system could also be used for general ad entry for both print and Web ads. Ads could be tied into the pagination system of the paper to H&J the ad and supply pricing via the Web browser.

MPI has an alliance with Illustra Information Technologies to use the Illustra database as part of its system; however, as a system integrator, MPI works with all major database providers.

Illustra, which played a key role in the 24 Hours in Cyberspace project (see The Seybold Report on Desktop Publishing, Vol. 10, No. 6), uses a hybrid object and relational engine that employs relational tables but has built-in support for hierarchical object structures. Among its special features are data blades -- object libraries that provide views into the database.

One such blade is the Web DataBlade, a tool that allows a Web browser to see into the Illustra database. This feature allows the system to construct HTML pages on the fly, based on the results of a database query.

The system supports online ad entry, allowing users to enter data via a form and have the information updated in the database and available for searching. For example, it can provide all of an automobile's features and corresponding information.

MPI's system can also tap into geographical information and generate maps on the Web so users can find local advertisers. (Other companies using this include Zip2, Quest Network and ECI. See write-ups elsewhere for details.)

As we stated in the introduction, some classified systems provide upselling possibilities for newspapers; MPI's is one of them. In the automobile demonstration, for example, newspapers upsold access to information regarding the current resale price of a car before the user placed an ad. Similarly, users could view how others may have priced the same car. Optionally, users could choose to include a stock photo or supply a photo for an additional charge. The system can also generate an online proof for the print and Web versions so users can see their ads and approve them before submitting final ad requests.

MPI has formed strategic alliances with Illustra, Oracle, New Media Alliance, Managing Editor, Optronics, WillowSix and Silicon Graphics.

Management Process Integrators, 7345 East Acoma Dr., Suite 305, Scottsdale, AZ 85260; phone (602)

596-9356, fax (602) 596-9357. Internet: [www.mpiinc.com](http://www.mpiinc.com)

### **MicroVoice, InterStep offer personals**

Long established as a provider of audiotext services, MicroVoice is moving into the online arena with the help of a new company called InterStep. They are offering Internet personals and other classifieds.

About a year ago, MicroVoice started providing online personals for about 30 of its newspaper clients. The software for doing this was developed by InterStep. Now InterStep has updated the personals system with the following changes:

- In addition to personals, InterStep and MicroVoice now offer a method of making all of a newspaper's classified ads searchable and accessible by the Web, E-mail and audiotext.
- InterStep's hybrid relational, full-text database software interfaces a newspaper's audiotext or classified system with the Web server. The program, running under Unix, supports hierarchical and keyword searching. MicroVoice provides the parsing technology to move audiotext as well as classified-system information into the field-delimited database. The system places relevant words into the structured fields and permits any remaining words to be searched via keyword. All of the text in the database is searchable by keywords, even the words or phrases used to create the field-delimited information.
- Host setup. Newspapers have two purchasing options. If the paper has its own servers and wants to host its own classified sections, it can purchase the software. Or MicroVoice can provide the hosting service.

In a hosting situation, MicroVoice uploads information from the newspaper to its server on a daily basis. The newspaper retains control of the actual look of the pages, even though the primary database information is stored on MicroVoice's server. By taking on the task of converting the data and placing them on the Web, MicroVoice eliminates the need for newspapers to learn new software or invest time in managing their sites. The system remains transparent and does not alter the newspaper's current workflow.

How it works. For the personals product, users select icons representing their interests from a library of images. Icons are displayed with ads to make them more graphically appealing and to highlight a particular interest, such as biking. In the future, classified advertisers will be able to add information that is not found in the printed version of the ad and to add links to their own home pages. In both products -- the ones for general classified ads and personals -- an online ad placement will first go into the paper's internal classified database or a processing center so it can be reviewed. Then the ad is put in the newspaper's column and in the Web, E-mail and audiotext systems.

For both the personals and classifieds, users can browse through all ads or search for items based on specific criteria. Before conducting a search, the system automatically displays the current total number of ads in each category next to each category name -- unusual for online databases. This allows the user to avoid searching in categories that contain no ads.

For general classifieds, MicroVoice can create a map divided into regions to enable a more graphical approach to searching. For personals, users can search for ads locally or nationally. The ad count for each day is displayed automatically. Newspapers can opt not to provide access to national ads.



Advertisers can place ads while online.

InterStep's system includes Etrieve, its virtual-agent technology, which can forward updated database information directly to a user's E-mail address. The user simply identifies the type of information of interest, such as an ideal mate's age, and the system forwards updated listings as they become available to the database. In the classified product, Etrieve can be set up for each section. Currently, Etrieve is provided free of charge, but soon readers will have to purchase "stamps" to send a message. MicroVoice Internet Classifieds reside on a secure server to allow newspapers to charge for certain functions.

Users can respond to ads by replying to a blind E-mail address to protect the advertiser's anonymity. The personals system can also be set up to allow users to call a 900 number to respond to ads.

Another handy feature of both systems is the ability to save searches. Saved ads remain available each time the user logs on.

For display ads, online advertisers can input HTML tags to enliven their ads. The system also allows advertisers to view the number of times their ad was displayed. Statistics and demographic information is also available to advertisers.

For its personals product, MicroVoice plans to add audio online by the end of the summer. The Los Angeles Times is currently using MicroVoice's PersonalsPage system for its DateLine service. You can try it out at:

[www.personalspage.com](http://www.personalspage.com)

InterStep, 160 Second St., Cambridge, MA 02142; phone (617) 576-3377, fax (617) 576-1199.  
Internet: [vwww.interstep.com](http://vwww.interstep.com) or [info@interstep.com](mailto:info@interstep.com)

MicroVoice Applications, 100 South Fifth St., Minneapolis, MN 55402; phone (612) 373-9300, fax (612) 373-9779. Internet: [www.mva.com](http://www.mva.com) or [sales@mva.com](mailto:sales@mva.com)

### **Miles 33 teams with ATS**

Miles 33 of the UK has developed a system called AdSearch that extracts advertising from existing databases and automatically builds searchable ad databases on the Internet. It uses Verity's Topic search engine and Netscape's Navigator browser as the user interface.

The system, which already has been installed in the UK, was making its debut in the U.S. in the ATS booth. ATS has the U.S. sales rights.

The system can be used with both display and classified ads. For handling display ads, Miles has developed a Quark Xtension called Power Collector that breaks a display ad down into multiple individual items that are linked back to the main ad. These individual items can then be treated in certain ways during a search operation.

AdSearch provides a means of automatically building a sophisticated searchable ad database without any extra work at the time the ads are booked. After the database has been built, it can be searched from the Internet browser. A search form is displayed and filled in, the search takes place using the Verity engine and a list of hits is then shown. In the case of display ads that are broken into smaller

items, any hit that is part of a larger display ad is shown with a link. Clicking on the link brings up the full display ad through Adobe Amber as a PDF file.

It is possible also to link a display ad to another area on the Web where the advertiser could place another ad at extra cost.

One UK customer is using AdSearch with car ads selected from three different newspapers. Through a Topic capability, the customer matches a variety of different characteristics to a single search item. For example, in the case of colors, every version of red that can occur in a car can be referenced in a search just by red.

Another user in the UK is using AdSearch on a dial-up inquiry basis to generate a fax back with the search results.

Miles and ATS said they are cooperating on some other future developments.

### **MPID, PPI offer WebLink**

Sometimes, you just have to do things yourself. When Montgomery Publishing, producers of 16 community newspapers, four specialty publications and two magazines, wanted to move its classifieds online, the company decided to create its own Internet product. Now Montgomery Publishing is working with Publishing Partners International (PPI) to make that product, called WebLink, available to others.

WebLink, which works with virtually any front-end system, takes a stored database of ads and pulls it into a database on the Web server. The system employs Boolean searching and supports case sensitivity and keyword matching. Users optionally can set the number of spelling errors allowed (none, one or two) and the maximum number of hits (500 to 1,000).

In its current implementation ([www.philanet.com](http://www.philanet.com)), all classified ads are combined into a single database. When a user performs a search (depending on the search criteria chosen), the results may include a variety of ads from different categories. For example, when we were looking for houses for sale, we used "for sale" in our search argument and retrieved not only real-estate ads but also car ads, since the database included cars with the "for" and "sale" descriptions. Scrolling through lists of ads that are unrelated to what is really wanted could be frustrating.

Montgomery Publishing Internet Division (MPID), which is overseeing the development of the product, is currently working on improvements, including the ability to submit ads online and the provision of online billing.

For status reports and tracking information for banner ads, unlike many of its competitors, MPD doesn't use a flashy Netscape interface, which allows users to access information online from Web browsers. Instead, MPID tracks usage, etc., through its Linux system, providing information to the advertiser when requested.

MPID is positioning itself as an integrator for its product; it also offers hosting services.

Montgomery Publishing Internet Division, 290 Commerce Dr., Fort Washington, PA 19034; phone (215) 542-0200, fax (215) 643-0166. Internet: [www.philanet.com](http://www.philanet.com)

## Quest hosts ad database

Quest Network, a newcomer to *Nexpo*, has its own system for posting classified information online. As a service, Quest allows newspapers to submit their classified information via E-mail. Quest takes the attached text file and filters it into a field-delimited SQL database running on an NT server. The database supports both field and free-text searches.

No online ad entry is supported, but Quest can supply a link to information regarding the newspaper's ad submission procedures and rates.

Like Zip2, ECI and MPI, Quest has hooked its database to GIS (geographical information systems) postal-code information. This allows Quest's system to perform searches based on the number of miles an advertiser is from the user's location. Users can then search within a certain radius of their homes or other location by inputting their zip code. Since Quest hosts classified information from newspapers across the country, users can also search the nationwide database for classified information.

Newspapers using the service simply add a link to Quest's home page. Ads retrieved from the system include links back to the newspaper that supplied the ad. So, if you entered the system via the Milwaukee Journal, you could end up in Wisconsin if you click on an ad supplied from a newspaper in that area.

Ads are displayed in either frame- or table-based versions, depending on the browser used. (We'd like to note that Quest was one of the few companies demonstrating its wares on Microsoft's Internet Explorer. It appears that Netscape still holds the majority.) Listings are divided into nine categories: announcements, employment, farm, merchandise, personals, real estate, recreation, services and transportation. Each category is then divided into subcategories (180 in all).

Like the MicroVoice system, Quest shows the number of ads in each category before a search is performed; however, it doesn't provide this breakdown for subcategories.

Users can search on riddled information or use up to three keywords. Search results are displayed starting from the listing closest to the user's location. Images are displayed with the results if supplied by the newspaper. (Newspapers can supply images to Quest via E-mail as long as they are referenced in the tab-delimited ASCII file exported from the classified system. Quest noted that one of its clients uses 2,000 photos per week and submits them once a week on an Iomega Zip drive.)

Quest also provides mapping capabilities. It uses GeoSystems' Mapplet Java-based program and Interactive Atlas to generate maps from your location to a destination. In the Java version, points of interest are identified by moving the mouse over the icons. The latitude and longitude change dynamically based on the position of the mouse. Zooming and panning are also supported. Both mapping applications allow users to save maps and settings. GeoSystems also provides an ActiveX-based version of its map-generating software optimized for use under Windows. Either Microsoft Internet Explorer or a Netscape ActiveX plug-in is required to view the maps.

The Edit tool allows a user to add comments for a particular location on the map and create personal icons. The Options tool allows users to optimize the way maps are displayed. Options include changing the map's display size; changing color to black and white; showing thumbnail-size maps; and including user-specified points of interest, such as restaurants. Map details can be specified to include such items as railroads and streams.

TripQuest, which is yet another extension of GeoSystems' technology, provides turn-by-turn driving directions from point to point from its database of more than 150,000 towns and cities in the continental U.S., Canada and Mexico.

Unlike Zip2's system, where a type of business can be searched, on MapQuest the user needs to know either the business name or the address to locate it. Searches can be by city, state or zip code, and the system will generate a map of the area. Zooming in on an area will disclose the five closest points of interest.

For those without a computer, Quest also supplies a free 800 service (800-FREE LIS[T]) that allows users to call in and request a search over the phone. Quest operators perform the search online and then mail or fax the results to the user.

More than 100 newspapers currently use the system. Quest charges \$.50 per ad per week, which includes the 800 service and operators. Images cost \$.50 extra per week. The database currently holds more than 34,000 ads from 37 states. Information is updated twice a day, at 2 a.m. and 4 p.m. Quest also offers Web hosting services.

Quest Network; phone (715) 258-9990. Internet: [www.adquest.com](http://www.adquest.com)

### **Virtual Resources expands offerings**

Exhibiting in the CText booth, Virtual Resources gave us a tour of its updated CareerSite.com service for matching job seekers and employers. The company also announced plans to extend its technology to other forms of classifieds, developing partnerships for newspapers to upsell local advertising, while providing access to a nationwide database of information.

Virtual Resources employs a SmartMatching technology that takes a user's requests and matches them to available information in the database. This increases the accuracy of search results. The system uses two databases: an SQL database to track usage and statistics and a proprietary database that uses vector math to identify content. According to the company, this format provides faster searching of multiple concepts.

In Vol. 25, No. 12, we covered the Virtual Resources and CText strategy for using the system. Virtual Resources, 310 Miller Ave., Ann Arbor, MI 48103; phone (313) 2139500, fax (313) 213-9011. Internet: [www.careersite.com](http://www.careersite.com) or [info@careersite.com](mailto:info@careersite.com)

### **Tools for Publishing on the Internet**

Online publishing may not have been the hot topic it was last year, but it has by no means disappeared. Most system suppliers are finding ways to help customers make their news available on the Internet. For example, check our coverage of companies like CCI, Linotype-Hell and Sysdeco (in our section on editorial and advertising systems) for brief accounts of their projects.

The products we discuss here deal more with publishing functions than with strictly editorial or advertising information. (Online classifieds are discussed in a section of their own.) For example, IBM displayed KOZ tools for working with data from outside sources and Cryptolope, which is a content delivery method for Internet information purchases. Pantheon supplies Builder, a tool for converting articles to HTML, automatically creating hot links to other sites based on user-defined parameters.

Additional coverage of Zip2, MPI, New Horizons, Future-Tense and HexMac will appear in an upcoming issue of our sister publication, The Seybold Report on Desktop Publishing, which now focuses primarily on publishing on the Internet.

### **American Color gets online**

American Color announced the launch of its Digisite hosting service for businesses wanting to get online. For \$350 a month, customers get 30 MB of server space, a dedicated domain, an FTP server, 50 E-mail boxes and the use of encryption technology to protect sensitive material. American Color also provides basic site development at \$50 per hour.

American Color has also signed an agreement with Management Process Integrators to resell its online ad system (see MPI below for more details).

### **E&P sets up 'definitive source'**

Editor and Publisher is now providing online services for its members. E&P sees its Members Network as the definitive source for journalists and others interested in the newspaper publishing industry.

E&P is using Personal Library Software's search engine, which has been adapted by the Internet Co. and called NewsSpace. The site also features PLS's Personal Agent technology, which lets members monitor the Web services of several publishers in the industry and filter the streams of incoming data from Internet newsgroups and listservs. The system also supports an ad placement scheme that displays banner ads based on certain search terms or categories.

Members can access E&P's archives back to 1988. There is also a forum for online discussions. At its site, E&P also provides information about placing ads in its print version, demographics and a mission statement. The site's sponsors include AccuWeather, NetCom and AdOne Classifieds.

E&P is planning to place its classifieds online by the fall.

E&P still provides the most complete index of all newspapers currently online, of which there are now 1,164.

[www.mediainfo.com](http://www.mediainfo.com)

### **FutureTense Texture almost ready**

The belle of the ball at the Seybold show in Boston, FutureTense's Texture is almost ready for prime time, but along the way it has attracted quite a lot of attention.

Gearing up for its official July release, FutureTense has been busy refining features and adding new functionality at the request of beta users. FutureTense has incorporated better multipage management. One complaint from users was that it was difficult to determine how many pages you had set up in a project. FutureTense has also added project folders that help users to group items and keep track of all elements and pages in a project.

### **HexMac extends HexWeb**

Although HexMac was not demonstrating anything new in Managing Editor's booth, it does have quite

a bit of news to report.

The latest version of HexMac's Web publishing database is sporting several new features, including Bitstream's TrueDoc technology to allow HexBase to produce dynamic HTML with real fonts. HexMac hopes to demo this feature at the Seybold San Francisco show. Support for FutureTense Texture, the Java-based Web publishing system, has also been added. HexMac is working on a module that will convert Xpress pages to FutureTense Texture format.

HexMac has also added a direct connection to the Ad Layout System from Managing Editor, its U.S. distributor. Now newspapers using this system can easily publish their classified ads to the Net. Other new features include handling multiple domains in one database, automatic uploading of data and converting of images into the database.

HexWeb XT 2.0 features a new toolset called the Special Object Library (SOL). Using SOL, users can add a variety of elements, such as Shockwave animations, QuickTime movies, Java applets, tables, forms and special HTML tags, to HTML pages from a palette within Quark Xpress.

HexMac has integrated Web accounting and administration with its Web publishing database, called HexBase. The resulting product, TeleCharge, enables content providers to charge users for Web services. Future plans for HexMac include Java-based applications, such as HexChat, an online chat product.

### **IBM works with KOZ**

KOZ, recently founded by former Nando.net publisher Frank Daniels III, demonstrated two applications at the show: one for browsing and editing wire stories and one for adding community-based data to online content.

HookEd (short for Hook Editor) is a Windows 95 application for browsing, editing and managing wire stories. A front-end application handles the wire-feed parsing, writing files to the database for HookEd interaction. HookEd also features a built-in editor that allows users to alter stories without having to launch an additional application. Once a story has been edited, it can be submitted to the database for publishing to the print or Web version of the newspaper.

A hierarchical tree display allows editors to link a story they are working on HookEd to online information. Users can check to make sure all navigation functions are working properly.

HookEd also keeps track of all stories that have been checked in and monitors all links that may have been applied to each story. If a story is deleted, HookEd will delete all links referencing this file to prevent users from accessing broken links.

HookEd also supplies search functions for both incoming and check-in stories. Users can search the full text or keywords. KOZ plans to add proximity searching in the near future.

A site management tool is provided with the HookEd module. It helps newspapers to create their Web page templates, populate the pages with content and manage the publishing assets from within the KOZ database.

KOZ Publisher. KOZ has also created a set of tools to help different community groups add personalized information to a Web site. Using the Illustra database, KOZ's system provides a self-

publishing environment that dynamically builds pages based on information submitted to the database.

The purpose of this system is to allow community groups to highlight activities and provide more local appeal to the newspaper's online information. It provides a forum for community groups to communicate through the newspaper's online product. Facilities for creating calendars, membership lists, newsletters and event planning are supported.

The KOZ system provides online forums for each community group. Users can participate in the forums by submitting responses via a form to the database. Responses are then threaded on the Web site. Group administrators can also create newsgroups. An easy-to-use interface allows users to upload images and edit text, rather than HTML code, through standard Web browsers such as Netscape Navigator.

The community aspect that KOZ offers will allow newspapers to target advertising based on group information. Newspapers can also tie in their classified ads to community information. For example, real-estate ads could have links to information about schools in the area.

**Shopping and Business Life.** KOZ also plans to extend its technologies to offer newspapers an even broader reach. Shopping will allow advertisers to update time, price and availability information about their products or services offered. The first categories to be targeted are real estate and automotive, with employment to follow.

**Business Life** will give businesses the ability to provide customized in-depth information that remains current. Full-indexed and searchable interactive multimedia presentations will combine all the benefits that newspapers, radio, TV and Yellow Pages offer -information depth, portability, sound, motion, immediacy and target marketing.

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**IBM's part.** IBM is positioning itself as a one-stop shop for publishers that want to get up and running online. Using an integrated suite of applications, some provided by IBM and others provided by partners such as KOZ, IBM's solution allows multiple newspapers to share applications. Newspaper branding is maintained by IBM Gateway, which places the newspaper's logo on each page and displays content based on templates customized by the newspaper.

Along with Web hosting and site creation services, IBM offers several "applications" for newspapers to use: news, weather, classifieds, entertainment, business, sports, archive and shopping. Newspapers can choose which of these applications they want to use or can integrate systems from other vendors.

IBM has created an integrated billing interface that tracks the activities of each advertiser and can generate a unified bill from all applications used.

IBM has integrated the Verity search engine to provide relevancy ranking for text-related documents. A DBII database is used for searching and storing classified ad information. IBM is using its own online classified system but can integrate ECI's system (see Internet Classifieds coverage) if the newspaper wishes. Like the ECI system, advertisers can place ads via an online form. IBM's system also allows newspapers to control the display of banner ads by defining the number of ads per page and whether the ads are static or based on a user's activity.

Information is displayed in a frame-based layout with a static table of contents that remains in the left-hand frame. IBM uses a hierarchical representation of content to make navigation easier for the user (see photo).

IBM's system allows newspapers to define their own billing policy for use of items online. For example, a newspaper could choose to provide news free of charge but offer other services, such as classified access, as a fee-based premium.

Entertainment module. IBM has integrated a few third-party applications, which it offers as part of its Entertainment module. Cinema Source provides information about movies and allows users to search on movie titles, actors, directors, etc. Newspapers can add links to local theaters so users can view current playing times.

TV Host's Online TV Guide lets users browse or search through television listings. Clicking on show names displays descriptions as well as additional air times. Newspapers can set up color preferences for display or allows users to do so.

Using Lotus Notes, IBM has created a book review application that displays synopses of various books. Users can order books online, browse through reviews or add their review of the book to the database.

Community. IBM feels that adding community data to online newspapers is an essential element to the success of the newspaper. For this reason it has incorporated KOZ's Community Life product to allow newspapers to link information provided by various local community groups.

In addition, IBM has added shopping capabilities with its NetCommerce system for the purchase of music, books and travel. A shopping-cart application allows users to select items they wish to purchase and have them appended to their bill. The display allows users to adjust the quantity desired and view their final total before placing the order.

IBM's NetCommerce system forwards credit-card information directly to the credit-card vendor for verification. The merchant never sees this information, thus adding an extra level of security to the system.

IBM also provides a forum application based on Lotus Notes that allows users to create their own topics and view responses in a threaded format.

Customer service. Based on the billing profile the newspaper wishes to use, the system tracks the activities of each user and records each time an application was used and how long the user spent in that area. From the customer-service menu, users can view the cost of the time they spend in all billable areas.

The administrator application allows the newspaper to access all user account information. It can be employed to control the access rights of each user if access is based on a preestablished billing scheme. For example, if the newspaper chooses, it can deny access to users who have entered a credit card for billing purposes or for those who have been negligent in paying their bills. Newspapers can also control which applications are billable.

The administrator application also generates usage statistics. It can create charts of hourly or weekly summaries, number of users per application and demographic information based on information



provided by the user at the time of registration.

**InfoMarket.** IBM InfoMarket allows users simultaneously to search Web and commercial resources, including 66 newswires, 300 newspapers, 770 newsletters, 6,300 journals and 11.5 million companies. Information can be purchased on a per-document basis using IBM's Cryptolope technology, enabling users to buy and sell content securely over the Internet.

Users can search for information by keyword or source or by using Boolean strings. There is no charge for searching.

**Cryptolope.** Once a user has found the information he is looking for, the content is delivered in Cryptolope containers; information is stored in a locked form to prevent manipulation and allows publishers to charge users to retrieve the full text. A future release of the Cryptolope technology will support rights management, allowing publishers to charge for multiple uses of the information, such as printing, saving, cutting and pasting.

Search results are accompanied by an abstract of the content to help users make the right purchasing choice. The content abstract may also include the content source, summary, author, last update, size and price, as well as any unique sale terms.

When the user has decided to open the contents of a Cryptolope container, a transparent digital key is issued unlocking the material contained within. To view a free document, the user clicks on the article and the information appears on the desktop. To view priced content, the user agrees to any unique terms of the Cryptolope container that are prepared by the rights holder and contained in the content abstract. A user can also forward a Cryptolope container to others who may be interested in the information without having to pay for its contents themselves.

Users can also keep track of how much money they have spent purchasing information on the current day or as far back as the past three months. The interface displays each transaction made and the purchase price of each item. If a user decides that the information he purchased was not as helpful as he expected, IBM will issue a refund for those items. InfoMarket uses IBM's own billing system, which IBM plans to sell as a stand-alone product.

The IBM InfoMarket service is a clearinghouse for commercial content providers to track the payment, delivery and authenticity of contents held within a Cryptolope. The content provider sets marketing and pricing guidelines for the use of commercial content or technology services. This allows the owners of this information to have greater control over the distribution, appearance and price of their content.

New content and technology providers for IBM InfoMarket include the following.

- **CMP Publications** provides publishing, marketing and information services to the high-technology market.
- **Excalibur Technologies** offers retrieval solutions for text, images and other forms of digital data.
- **International Services** supplies international trade leads, language-translation services and international credit reports.
- **Jupiter Communications, LLC**, provides research, consulting, and publishing information on

emerging consumer online and interactive technologies.

- Profound specializes in market analysis and information.
- Market Guide furnishes information on more than 8,000 publicly traded companies to the professional brokerage, institutional research and individual investor marketplaces.
- Online Inc. publishes how-to magazines and books aimed at users of online databases, CD-ROMS, multimedia and the Internet.
- Thunderstone Software offers concept searching and retrieval technologies.
- Vickers Stock Research prepares information on what stock insiders are buying and selling.

Users of IBM InfoMarket will be able to retrieve and download Cryptolope containers from the InfoMarket service Web site using an IBM InfoMarket helper application, initially for Netscape 1.1 or greater, and Windows 3.1 or Windows 3.1.1. Windows 95, OS/2 and Mac versions are planned.

IBM is also redesigning the InfoMarket interface to take advantage of Java. Future projects include placing college textbooks online to allow students to purchase only the chapters needed. The InfoMarket system can also be integrated with a company's intranet to provide access to information on internal databases.

NewsTicker. Another application downloaded free of charge from InfoMarket is NewsTicker -- a news retrieval service that displays the current news in a ticker fashion, thus taking up less screen real estate than similar products, like PointCast.

Users can choose which news sources they wish to see. These include Reuters Business, ESPN and the Olympic Games. As ar-tide headlines scroll by, users can click on a headline to see the full text of the article displayed in their Web browser. If the user isn't fast enough to catch the headline as it zips by, NewsTicker displays headlines in list format via a dialog box.

Users can also set the scroll pace, the pause between headlines, the refresh time and how old the articles can be, e.g., articles no older than three hours.

### **MPI offers output to the Web**

Management Process Integrators, a systems integrator and consulting firm to the media industry, is helping newspapers take advantage of editorial guide content by reusing it in alternative forms (print, online, CD-ROM, etc.) without additional production work.

MPI's GuideLines product provides a database for editorial and directory listings, such as restaurant guides, movie reviews, entertainment guides, calendars and crime blotters. GuideLines includes a GUI interface for gathering input and specifying the output. The system is designed to allow incoming information to be stored in a database, ready to be extracted in various forms.

### **New Horizons teams with Duke, Real Media**

New Horizons introduced Info-Connect Web Publisher, the result of a venture with Calliope, a software development company founded by two Duke University students (Alex Rogers and Nick

Millington), and Real Media, a newly formed Internet advertising service company.

Web Publisher is designed to generate HTML pages directly from a newspaper's editorial or classified system. Using RealMedia's Open AdStream product, newspapers can insert targeted banner ads based on a user's activity in the system. Open AdStream is based on Real Media's core technology called AdStream, an Internet ad planning and placement system that enables advertisers to insert ads on MediaExpress, a network of newspaper Web sites.

### **Pantheon provides pathway to Internet**

Pantheon, a virtual spinoff of Spry (both of its founders, Joe Snell and Daren Tsui, were former employees of Spry), began as a reseller of other people's software, such as DewarView. The company has now created its own product to help publishers place content online.

Builder converts stories from a newspaper's editorial system to HTML. It also automatically generates an index of stories, which it updates as new stories are uploaded to the site. Two types of indexes can be created: Standard and Summary. A standard index displays only the headline of the corresponding story and provides a link to that story. The summary index generates a summary of each story, based on what it determines to be the most significant sentences in the story, and displays the summary and optional photo with a link to the full text of the article.

Builder can also automatically create hot links to other sites based on user-defined parameters. For example, if you specify that you want the word "Clinton" to be linked to the White House home page every time it occurs in a story, Builder automatically adds this link each time it encounters the word.

Editorial Gateway. Builder resides on a PC, with Windows 95 or NT, and acts as a gateway between the editorial system and the Web server. Up to 100 folders can be set up in Builder to correspond with specific departments or sections of the newspaper. Each folder can handle up to 1,000 files.

A Web output option can be added to the editorial system's print function, allowing editors to output articles easily to the Web at the same time stories are output to the pagination system. As stories are dropped into a folder, Builder automatically organizes them, converts them to HTML, attaches one photograph or some other graphic element to each story and then sends the files to the Web server. To match images to stories, images are stored in a separate folder and named with the same file name as their text counterparts. Builder searches for documents with similar names and knows that these should be linked together.

We noted that Builder does not directly support a very intuitive way to name folders. Folders are named numerically, from 0 to 100. But a batch script can be written to take information stored in a folder called "sports," for example, and move that information to its corresponding numerical folder.

Templates consisting of HTML coding are used as header and footer information. As documents are pulled through the system, the corresponding header and footer information is copied into the file. Each section of the newspaper can use a different header-footer template. Again, not very intuitive file naming is used. Template files must be named category-folder-#.htm for the header and category-folder-#-ibot.htm for the footer. For example, the category "0" folder would have a 0.htm and 0ibot.htm file to identify the header and footer to be used for stories run in the "0" category.

Builder comprises a Microsoft Access database that stores all data before publishing to the Web. This database keeps track of each file's original name and original creation date so that Builder can

determine whether a file needs to be updated on the Web server. Users can also set times for items to be published, allowing editors to forward articles to Builder prior to publication. Users can also set times when items should be removed from the Web page.

Builder also provides a search-and-replace facility to remove or change words or markup generated from the front-end system. The search-and-replace table can be quite long, depending on how much you want to alter existing text. The Dallas Morning News, a Builder beta site, uses a search-and-replace table that is 150 lines long.

30 files per minute. Pantheon claims that Builder can process 30 files per minute, making the task of publishing to the Web fast, as well as automatic. Builder can also be modified to perform additional functions, such as generating SGML.

Pricing for Builder varies with the size of the installation. It starts at \$6,500 for newspapers requiring 500 files and 100 categories.

Pantheon also offers a product called Vision that provides a complete package of software application tools for publishing to the Web. Along with Builder, Vision includes statistical tools for tracking Web site activity, chat tools, Web page templates, shopping tools for conducting commerce at a given site, tools for users to create their own home pages and audio tools for producing streamed sound.

Pantheon also provides Web page design and hosting services for newspapers and assistance with developing content for online products. Pantheon can also supply Internet access software, via CompuServe, for newspapers to distribute to their readers. CompuServe disks purchased through Pantheon Vision are configured to open automatically to the newspaper's home page.

Pricing for Vision starts at \$19,800 for the minimum package. Web page design and server access are provided through an agreement with Free Range Media.

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### **Zip2 offers Yellow Pages niche**

In an effort to find profit-producing resources for newspapers to employ on the Internet, a new company, Zip2, has devised a rather unique system that allows newspapers to venture into the Yellow Pages market while building on their local advertiser base.

Zip2's Windows NT system can be broken down into three pieces: detailed mapping, two-way communication and personal-agent technology. Zip2 provides cobranding opportunities for newspapers to offer added functionality. For example, Zip2 foresees newspapers upselling directory listings to local advertisers to provide additional information to users. As one example, newspapers could allow restaurants to post their menus for an additional fee.

### **Electronic Archive and Retrieval Systems**

Archiving has been an increasingly hot topic over the past several years. With the ever-growing use of digital information, the opportunities to produce huge digital libraries are causing increases in the available products for handling them and in the sophistication of facilities for accessing these libraries. Because of this intense competition, recent efforts have focused on finding new ways to innovate the

process. Two such innovations were among the highlights of *Nexpo*: Internet accessibility and the ability to archive multimedia elements.

Being able to pull information from a database and place it on the Internet provides newspapers with a revenue opportunity: charging for content. Many vendors are trying to find a viable solution for newspapers to turn a profit on the Internet. Selling their archives might be a key. Access to this information would be beneficial to researchers and students, who may be willing to pay for the data--if the price is right.

Multimedia capabilities extend a newspaper's ability to keep track of various types of media, from text to movies. Combined with Internet accessibility, newspapers can offer a far richer resource for online users. At the very least, the Internet can provide a more efficient means for staff to access and reuse information.

*Nexpo* featured many innovations in the area of archiving. But with a plethora of choices available, newspapers may have a difficult time choosing the one best suited for current and future needs.

### **AP Preserver adds optional text module**

AP showed the latest release, version 3.4, of its AP Preserver for archiving of images and graphics. Preserver supports multiple user access via Netscape and, like the DataTimes EyeQ Publisher and EyeQ Publisher Plus, uses the PLS search engine. For quick and easy handling of photos, the new version of Preserver includes a Java applet called the AP Lightbox. In addition, there's a new optional text module from DataTimes that enables simultaneous searching of text and photos on one desktop. Details of the partnership between the two companies are included in this section under our DataTimes coverage.

**AP Archive.** The AP Archive, now located in New York, with subset archives in London, Frankfurt, Milan and Tokyo, holds about 150,000 pictures and will be available this summer for member access. The AP Archive is in beta testing at several newspapers and other picture-user locations, where browsing of the collection with PLS search engines and downloading of images are under way. The Archive contains mostly recent photos, but will also contain historical material from AP's library. By the end of the year, AP projects that the Archive will hold about 225,000 images.

The photo above shows the AP Archive Search Window currently being used at the Daily Oklahoman (see Data Times, later in this section); its appearance is subject to change.

**AP Lightbox.** The handy AP Lightbox feature (represented as a small square icon) permits the building of individual photo archives, which can then be routed in specified ways to facilitate photo workflow. After someone like a system manager designates who may create a Lightbox, what can go in it, how many can be created, etc., the Lightbox can be mailed over an intranet or through E-mail. (See photo on next page.)

The pictures themselves are not sent, but a URL is enclosed in the E-mail. Clicking on this URL will automatically link the E-mail recipient back to the photo archive; after passing log-in security, he will see the Lightbox.

There can be personal, private Lightboxes or public Lightboxes. It is possible to copy from one Lightbox to another, to rearrange the order of or resize the photos within a Lightbox, etc. However, only users with administrative privileges can edit a Lightbox (e.g., remove pictures within it).

## **Cascade MediaSphere hottest item in Vegas**

Cascade Systems featured its new Orion PostScript RIP, which was covered in the output section in our last issue, and its systems. In the system area, the company has been innovative and impressive, making all applications from Cascade Internet aware by incorporating Netscape interfaces and Java applications.

The most impressive of these developments, and the product that probably gets our vote as the hottest product at *Nexpo*, is MediaSphere W3. We have always liked the MediaSphere archiving system (we gave it a Seybold Editors' Award last February), and aren't surprised that it has moved on to become one of the most innovative Web servers we have seen.

MediaSphere is a multimedia archiving system running on a Sun workstation. It supports archiving of text, images, PDF pages, video and audio, and it uses a probability search engine. This engine, developed by Muscat of the UK, has been enhanced and will soon incorporate proximity searching to increase its accuracy and provide ranked hits. The search argument can use natural-language arguments rather than Boolean operators. The key development, in addition to the intranet-Internet access, is the incorporation of Cascade Inline Scripting (CIS), a scripting language that is very similar to AppleScript, but works within HTML and allows the building of HTML pages on the fly.

Live show in Vegas. To show how it is used, Cascade ran live demonstrations of the product at the Las Vegas Sun newspaper. The Sun had spent about a year building its Web site and had 100,000 HTML pages working with Perl scripts. These were difficult and very time consuming to develop. Cascade came to the newspaper and linked MediaSphere W3 to the Web server. The exercise used the existing pages, but without the Perl scripts. In two days Cascade converted all the pages to work with its CIS and added the newspaper's entire text archives since 1993 to Media-Sphere W3. In the system demonstrations, it was possible to define personal requirements for specific custom Web pages, and the CIS scripts built them by searching for information among the 100,000 HTML pages and the entire archives in a few seconds. It then became possible to see the text in context on the page by viewing the PDF pages through the Adobe Amber plug-in to Netscape.

This ability to build custom pages on the fly without extensive HTML coding or special scripts puts MediaSphere right at the top of Web developments for newspapers. It gives newspapers the ability to allow Web readers to store their own personal profiles and to provide them to the readers when they log on. This is without doubt a product to watch for in the future.

## **Image archive for DataTimes EyeQ Publisher**

The big news in the DataTimes booth was an alliance with the Associated Press (AP), which will enable DataTimes to offer photo archiving capability as an add-on to its EyeQ Publisher text archiving system. The addition of an optional DataTimes text module to the AP Preserver archiving system for images and graphics will enable AP editors to conduct photo and text searches on one desktop. DataTimes is presently marketing the combined package as EyeQ Publisher Plus. Both EyeQ Publisher Plus and the enhanced product will be available for World Wide Web-based electronic morgues.

EyeQ Publisher for text. With more than ten years of experience in text archiving products, DataTimes has developed, in its core EyeQ Publisher product, a complete system comprising two major components. The first, a set of administrative programs created by DataTimes, supplies tools required to build and maintain the database. The second is the search engine created by PLS (Personal Library Software), which offers strong functionality with its combination of natural-language, relevancy-

ranking, concept-searching, word-stemming, Boolean and fuzzy-searching capabilities (see The Seybold Report on Desktop Publishing, Vol. 10, No. 8, for PLS details).

The database file-preparation cycle begins with DataTimes-designed custom filters, which translate editorial copy, remove proprietary tagging and editors' notes, and--to reduce the processing burden on library staff--include automatically any field headings that can be interpreted from the file in its raw state. The files are then enhanced with the DataTimes Word-based Flash Editor; missing information, keywords and field headings are added and normal word processing changes made. Along with being formatted for inclusion in the archive database, files may be saved in ASCII or HTML format for external distribution.

**Live updating.** EyeQ Publisher's Update module supports live updating. Thus, additions to the database can be processed and fully indexed while the database is being used by others, and the new files are immediately accessible upon completion of the update. Also, corrections to records may be processed at any time using the Corrections Editor. The corrected records are then reprocessed during the next database update procedure. Automatic purging is supported.

The Send module provides publishers with data transmission software that offers the option of transmitting, according to any specified schedule, newly updated data to online commercial information vendors (such as DataTimes EyeQ). Furthermore, the data can be directed to a World Wide Web site or to a CD-ROM vendor.

EyeQ Publisher scalable software supports Windows 3.1 and NT, Solaris, AIX and Digital Unix platforms, and the database server requires a TCP/IP network connection. DataTimes recently created a company-wide archive for Time Inc.

**Web facility.** DataTimes has incorporated PLS's PL Web Turbo for custom-designed Web-browser search interfaces. EyeQ Publisher is compatible with any frames-capable Web browser (e.g., Netscape Navigator), with connectivity to the archive database server over an intranet.

DataTimes' first installation of a Web-based searchable electronic archive was completed at the Connecticut Post in Bridgeport. Currently only the editorial staff has access to the custom-built archive over an intranet. However, this is the first step to a planned launching of a Post Web site accessible to the public Internet.

EyeQ Publisher Plus has AP photos. The first linking of text and photos is taking place at the Daily Oklahoman in Oklahoma City. A prescient librarian there foresaw the possibility of including photos with the DataTimes text database that the paper has been using since 1982, so, years ago, she started recording pertinent photo ID information along with text information, thus expediting the implementation.

Photos are embedded in the text database, through HTML hyperlinks, using the AP Preserver ID number, and text ID numbers are similarly embedded in the AP photo database. We were told that AP will be making the photo description more intuitive than the slug AP now uses, which could look something like this: AP S\$N BBA NY NYY 104 A10 Cal.

Although the AP Archive Search Window is still subject to change (see photo under Associated Press in this section), the user interface for the Daily Oklahoman's newly photo-capable Data-Times database is set. At *Nexpo* our search on "Cal Ripken" yielded a screen with a relevancy-ranked list on the right and a screen with a photo of Ripken on the tight, displaying the ability to link photos to the

text database (see photos above).

We found the appearance satisfactory except for one small point. Although we realize screen space is limited, we do wish there were more than one line for the search query. When we experimented with expanding our search, we met with good results, but found it inconvenient to have to return to the beginning of the same line to see the roots of the search in order to build upon it. DataTimes responded that users would probably not need to refine a search because of the strong relevancy-ranking, natural-language and stemming functionality of the PLS search engine.

Depending on the customization required, an EyeQ Publisher Plus system costs between \$20,000 and \$25,000.

### **EDS shows Media Vault, WebVault**

EDS demonstrated its multimedia content management system called Media Vault. It incorporates an object-oriented database from Versant and a search engine from Excalibur, accessed via a GUI called Galaxy.

The system is designed to handle any type of digital file including PostScript, PDF, Xpress and even applications, all of which can be accessed simultaneously regardless of where the actual databases reside, using TCP/IP. The server portion runs under Unix. Clients are currently available for Unix, Windows 95 and NT with a Mac version due at the end of July. Clients can also access the system via a Web browser.

Media Vault allows users to search across multiple databases using field-based or free-text search methods. The library screen provides a choice of databases to search. Through the search screen, users can define their searches and even view a broad list of synonyms. Results can be displayed in a contact-sheet-style layout or as a list. Multiple resolutions of images can be stored in the database.

For indexing, Media Vault supports multiple indexing schemes allowing users more flexibility. A tabular interface lets users browse fields stored in each different indexing scheme. Input filters can be created to batch process files or automatically index photos based on elements in the photos, such as IPTC information or other indexing schemes.

Once a search has been completed, users can save results to a folder, E-mail files to others or export the files. Media Vault can also be set up to support the purchase of content. For ordering, users fill out an entry screen with personal information and specify the format in which they want to receive the file.

Media Vault can also be configured to run EDI software.

WebVault. EDS has yet another way to organize and access information corporate-wide. WebVault is a series of Web-based applications that link traditional business databases through a Web browser-based interface on an intranet. Since it uses the Web as its client platform, WebVault is accessible from any operating system.

In addition to incorporating a company's existing databases, WebVault offers predefined "Packs" that provide access between Web browsers and network servers, applications and databases.

Available Packs include:



- Employee Service Pack is an aid for employee input, benefits information, company policies, corporate travel information and employment opportunities.
- Office Automation Pack includes calendars, facilities scheduling and office-supply ordering.
- News and Information Services Pack links to business news, competitive information, market data and other industry data and includes internal private newsgroups, direct news feeds and PointCast, the screen-saver utility that delivers industry and financial news to the desktop.
- Corporate Communication Services Pack includes authoring and delivery applications for communicating to company employees worldwide.
- Collaboration Services Pack provides electronic mail, Usenet newsgroups, desktop videoconferencing, electronic white boards and chat services.
- Infrastructure Pack comprises Web servers, database servers, corporate public Internet access services, Internet system management services and proxy services.
- Information Technology Service Pack includes FTP software distribution products, PC support applications and infrastructure communications to enhance users' ability to utilize and support their own desktops.
- Information Developers Pack supplies Web authoring software and training system authoring tools.
- Sales and Marketing Pack includes product communication software to provide up-to-date product literature, pricing, frequently asked questions, sales forecasts, lead-tracking sheets, online sales presentations, newsgroups and marketing collateral.

WebVault's plug-and-play components allow EDS to meet customer-specific requirements. EDS used its own internal system to demonstrate how WebVault can provide access to any database in the company's system.

WebIt. EDS also introduced its WebIt Web site and ownership management service. EDS provides content hosting and Web site creation along with Internet connectivity, security, firewall management, FTP secure chat sites and newsgroups. EDS is ready to utilize the latest Internet technologies including Java and Shock-wave. Current clients include Pepsi and General Motors.

EDS was also involved with the development of Dow Jones's Wall Street Journal Interactive Edition. Jointly developed by EDS and Dow Jones, the Interactive Edition's Authoring and Editing System combines standard and custom-built applications for authoring, managing and publishing large volumes of data on the Web. The system consists of:

- Word for content creation.
- An object-oriented Copy Flow application developed by EDS that manages the workflow of objects as they move through the editorial process.
- An object-oriented Edition Maintenance application developed by EDS with tools for building and managing each edition of the Web product. Editors can drag stories into and out of an edition, preview the Web presentation and publish the edition to the Web. Predefined templates maintain the same look

and feel throughout the edition.

The Authoring and Editing System is an extension of the Global News Management System (GNMS) that EDS is currently developing with Dow Jones. GNMS will provide the editorial and global information management for the production of the printed Wall Street Journal, other Dow Jones publications and other electronic products.

GNMS is a client-server system comprising more than 40 major vendor-supplied components for content creation, content management and enterprise-wide system management.

### **Tradition reigns at Electronic Scriptorium**

The Electronic Scriptorium provides archiving services to companies in a unique way. It employs monks and nuns to index both text and images. Edward Leonard, founder of the company, came up with the idea after helping the monks at Holy Cross Abbey in Virginia computerize records for the annual sale of 20,000 fruit-cakes. Since then, the Electronic Scriptorium has also provided work for 15 other monasteries from Maine to California.

Monks have a tradition of preserving text over the centuries, and now, with the aid of computers, they can continue their endeavors. The brothers and sisters input everything from library card catalogs to legal documents. Working only part-time, the monks are paid for each item that gets indexed; e.g., library catalog cards yield 15 to 20 cents per card. This allows the Scriptorium to offer a very reasonable archiving solution for businesses. Not only do companies find these low prices attractive, but many trust the monks to enter sensitive data with discretion.

The monks turn their wages over to the monastery to help pay the bills.

The Electronic Scriptorium has been working with Applied Graphics Technology (AGT) to supply the scanning of images for clients. They are in the process of cataloging 1.4 million photos used by the New York Daily News over the past 70 years.

Other projects on the Scriptorium's agenda include indexing and captioning of photos from AllSport and Time Life publishers.

The Scriptorium uses ZyImage's software for the cataloging. Files can be delivered to clients via FTP, CD-ROM or DAT. To date, the Scriptorium has processed more than 4 million titles for libraries and corporations. In addition to conversion, cataloging and data capture services, Scriptorium offers custom application programming, database management and image management services.

At the show, Scriptorium mentioned that it plans to work with Iota for archiving older printed materials, such as newspapers, that might be difficult to convert through OCR. Iota's technology preserves the actual scanned image and uses geometric pattern matching to retrieve search results, which can be displayed on the image itself.

This was our first encounter with the Electronic Scriptorium, but since its inception, other news sources, such as the Wall Street Journal and Forbes magazine, have noted the ingenious union of technology and tradition that the Scriptorium brings to light.

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## GMTI releases DigiCol 3.0

A highlight of GMTI's booth was the new version of DigiCol. Since our last in-depth overviews of DigiCol appeared in 1993 (see Vol. 23, No. 6) and 1994 (see Vol. 24, No. 5), before Gannett became the exclusive U.S. distributor for the system (which was developed by the German company Digital Collections), a brief review might be helpful.

**Background.** DigiCol is a multimedia information-management system for digital libraries and online publishing. It handles text, photos, page images, audio and video within one database, which can be accessed by an unlimited number of users and is Internet compatible. Material can be called up by multiple users simultaneously and input by means including satellite feed, front-end-system feed, scanner, CD, OCR or digital camera. Archiving capacity can be enhanced with CD-ROM and MO (magneto-optical) jukebox-type disc systems.

DigiCol's Unix-based Reduced Relationship Entity database, optimized for text retrieval, supports full-text queries; keyword, phonetic, synonym and context-sensitive searches; and linguistic analyses. Full-text and descriptor searches can be combined within a single query. GMTI claims that a system with more than a million pages of text on file can complete a full-text query in less than two seconds.

DigiCol handles incoming wire-service text and photos and supplies online access and retrieval. Custom filters for major news services enable satellite text transmissions to be received and indexed online. While published (or specified) items are collected and stored in a long-term archive, other items will be purged automatically after a predetermined length of time.

Workflow is streamlined by DigiCol's photo subsystem. Incoming wire photos, or locally compiled pictures, can be placed in short-term holding areas called "galleries," where they are displayed as thumbnails. IPTC information is automatically indexed for retrieval, and the system uses JPEG and other compression formats and OPI technology.

These images can be dragged and dropped to any departmental or individual gallery anywhere in the workflow—for example, for cropping or color correction. In addition, each page layout, with text and pictures, is archived through Quark Xtensions. Workflow management software is included to ease production bottlenecks.

**New developments.** Version 3.0 of DigiCol, among other enhancements, gives the user greater power to customize database search parameters. Relevance ranking of search results, which can be turned on or off, has been added. Also, image sort criteria can be specified within the DigiCol photo work flow.

Other improvements include:

- Indexing of PDF files for storage and retrieval.
- Netscape client support for LAN and WAN and Internet access of the database. (A complete CGI is included.)
- Thumbnail-image displays for each entry in a directory of photos.
- Bidirectional data filters for Lexis-Nexis, DataTimes and VuText archive systems.

Gannett Media Technologies announced two additional developments. First, Gannett and Linotype-

Hell have formed an alliance to market DigiCol in conjunction with the LinoPress newspaper editorial system, where DigiCol will provide an archiving capability for LinoPress. Second, the Cincinnati (OH) Enquirer will use DigiCol for Web classifieds.

**Pricing.** Pricing for DigiCol varies, depending on the configuration and the size of the newspaper. A low-end system for a weekly or a small-circulation site would cost approximately \$28,000 to \$30,000.

**Future plans.** Gannett is investigating developing a data blade for the Illustra database. (PLS's data blade is already available, and Verity also is making one.) The core DigiCol database (essentially a Unix file system) would remain, but the data blade would give users the option of the relational-database capabilities of Illustra. We might see it by the end of the year.

### **Image advances with Phrasea**

Image Inc., which has been a reseller and integrator for the Phrasea multimedia archiving and retrieval system for less than a year, reported ongoing developments for Phrasea III. The product was released in November 1995 and appeared at the Scybold Seminars show in Boston in February (see The Seybold Special Report, Vol. 4, No. 10).

A suite of new plug-ins for Phrasea III is currently available. The following plug-ins are included:

- **Watermark**--watermarks thumbnail and preview files with company logos or text, thereby protecting the files from being used without permission.
- **AutoStorage**--manages storage locations of originals, low-resolution screen previews and thumbnails for individual databases. Files will be placed only in specified folders or volumes, resulting in greater control over storage limitations.
- **AutoCopy**--allows automatic export of files from the database and conversion to other image formats.
- **AutoPurge**--permits the use of the built-in Task Manager for regular deletion of items matching a user-defined query formula.

**Version 1.4.** The target date for the 1.4 release for Phrasea III (Phrasea III.1.4?) is September of this year. A Windows 95 client will be released concurrently. Other new features of 1.4 include:

- For improved efficiency and appearance of database headers, multiple layouts can be created. Fields can be deleted from the layout, making them invisible; the font and style of the text for each field can be changed independently; and the field size and width can be adjusted.
- Video and sound acquisition has been enhanced. Snapshots can be taken from a video source, and movies can be recorded directly from a video source without third-party plug-ins.
- Although Phrasea currently supports IPTC headers, there are changes involving specific new plug-ins for handling IPTC feeds.
- Additional Internet interfaces, including a separate CGI that allows the download of originals via the Web (or an intranet).

**Future plans.** A Windows NT server, optimized to run on a DEC Alpha, is scheduled for release in

1996. Image projected that it will take at least a year for these Phrasea goals to be effected:

- A complete separation of the database engine from the interface, permitting the creation of custom interfaces and integration with other third-party products.
- A CGI for NT.
- Built-in messaging or E-mail functionality.
- Porting of the Administrator to Windows 95.

Other Image announcements. Image has become an Oracle developer for on-demand publishing for the Web. In addition, Image has signed with two new companies to install Phrasea: Patient Education Media Inc. (PEMI), creators of Time Life Medical patient education programs, and GeoSystems, a mapmaker in Lancaster, PA.

Time Life Medical patient education kits supply information to people who have been diagnosed with a serious illness or medical condition. Each kit includes a 30-minute diagnostic video created under the supervision of former U.S. Surgeon General Dr. C. Everett Koop. The video is accompanied by a personal workbook containing medical illustrations, a medical glossary and a resource guide of supporting organizations. Upon completion of the six-phase installation process, Phrasea will be accessible to local users at PEMI in New York, as well as remote users in Connecticut and Atlanta, GA.

Cartographic files, which Phrasea is handling at GeoSystems, are particularly heavy and complex. This application marks an interesting departure from the traditional news-agency and picture-archive tasks for which Phrasea is customarily employed.

Phrasea at *Nexpo*. Phrasea has made its mark in the U.S. Besides the Image booth, it appeared in the booths of Baseview and Freedom System Integrators, each of which distributes it to its users.

Image Inc., 45 E. 30th St., 15th Floor, New York, NY 10016; phone (800) 5133011 or (212) 843-8700, fax (212) 843-8799. Internet: [www.imageinc.com](http://www.imageinc.com) or [image@imageinc.com](mailto:image@imageinc.com)

### **Iota ports to Net, offers desktop model**

Building on its unique indexing model of using geometric patterns to match search criteria to scanned documents, Iota has extended its technology in two ways. Its first new direction is to offer two versions of its software. The first, MyDesk, is targeted at average users who want to archive their faxes or other documents. Available for Windows NT, MyDesk is priced at \$50. It will also be available bundled with Visioneer's Paperport scanner for approximately \$250.

MyDesk utilizes Microsoft Access to create cabinets into which users can store their files. Files can be imported from any TWAIN-compliant scanner. MyDesk utilizes Iota's search engine technology to display hits on the actual image.

CapturePro is a higher-end version of Iota's software that allows capture of multiple documents unattended, using a batch scanner. CapturePro takes the scanned files, runs them through OCR and Iota's pattern-recognition software. Users can set the threshold at which words are recognized. Files with unrecognized words are placed in a separate basket for manual processing. Words highlighted in

blue were not found in the dictionary; words in red were unrecognizable.

Once files are captured, users output files to CD-ROM and purchase a license to distribute the search engine on CD.

CapturePro is priced at \$3,000 per workstation.

Intersite. Iota's other endeavor is an Internet application for its technology. Iota has created a Netscape plug-in that allows users to view TIFF files indexed by CapturePro and see the results of their search displayed on the actual image.

When a search is performed, the user is presented with a list of files and a "strip" of the accompanying image file for a quick preview. Selecting the image displays it in a scrollable window within Netscape.

Iota is selling a server option that comes with CapturePro and the plug-in. In addition, Iota is working with GMTI to place display classifieds on the Internet.

### **Lexis-Nexis adds to NewsView Connections**

The centerpiece of the Lexis-Nexis booth was NewsView Connections32, the new 32-bit version of NewsView Connections, which is the third component in the company's NewsView Solutions suite. NewsView Solutions comprises NewsView, a text archiving and library system; PhotoView, an image archiving and library system; and NewsView Connections, software permitting the conversion and transmission of text and images to online services and the Internet.

The new 32-bit NewsView Connections for Windows 95 and NT is scheduled to be released this summer. Major new features include WebDesk; byline rights management; a spelling checker; and support for export formats for ANPA 1312, Nexis, DataTimes, America Online, VuText Save, Knight-Ridder Information Services, HTML, CompuServe, Dow Jones online service, and others.

WebDesk. The World Wide WebDesk is a new, multifaceted Web site-building tool. We were told that WebDesk--announced at *Nexpo*--would undergo beta testing at the New York Daily News soon after the show.

With WebDesk, a user can:

- Design the order and location of stories through HTML drag-and-drop functionality. Stories can be deleted or moved to a different page, and archived elements can be dragged onto the Web site.
- Assign stories to a customizable template for a unique look and feel.
- Place photos, graphics and ads on pages. Ads can be dragged and dropped, or a URL ad link to an advertiser's home page can be input. It is even possible to create lists of URL links, called URL Authority Lists.
- Edit headlines, captions, etc.
- Save layouts for reuse later.

In fact, Lexis-Nexis claimed that WebDesk is so powerful, a user could lay out an entire newspaper in

20 minutes. We certainly found the interfaces extremely attractive (see photos), and, in the demonstration, the process seemed quite easy, inviting and effective.

**Byline rights management.** The byline rights database contains such information as name, affiliation, date, copyright and acceptable export channels (including WebDesk). Unspecified additional information can be input in a Notes field.

Since so many issues surrounding online distribution rights are as yet unresolved, we think that byline rights management is a crucial tool. It enables the following:

- Creation of lists of bylines.
- Assignment of attributes to bylines to control external distribution.
- Designation of vendors to receive stories based on contractual

We particularly liked two features of the byline rights management tool. First, should a byline rights violation occur, a warning appears on the Story Distribution screen (see photo, right) indicating that there is a conflict for destinations denoted in red. The operator can choose to override the conflict manually. Second, we like the Notes field for adding distribution-rights information. These are murky waters, so that Notes field just might come in handy in some as-yet-unforeseen way.

**Pricing.** The cost of a network license for Connections 32 begins at \$24,995; starter-kit pricing begins at \$15,395. An additional data preparation workstation license costs \$4,595, and additional client licenses are \$55 per seat.

**Lexis-Nexis partnerships.** CNI has agreed to distribute the entire NewsView Solutions line of products. Also, Associated Press and Lexis-Nexis have extended their archival news agreement, allowing customers of the Nexis online research service access to AP's National DataStream wires through the end of the century and access to the 1996 general election results wire.

The AP national wires were the first database loaded onto the Nexis service when it was started in 1979. In addition to the DataStream archive and the general election wire, Lexis-Nexis also distributes the AP Political Service, AP Online, AP Executive Morning Briefing and AP International Wire and the German-language AP news service.

### **SRA NetOwl links to established databases**

You may recall that we were very impressed by SRA's archiving system last year (see Vol. 2.5, No. 1). Intermezzo, previously called Sinfonia, allows users to query numerous heterogeneous databases simultaneously. This avoids the need to convert legacy data into a new format by allowing users to access databases they already have installed.

This year, SRA introduced two new products: one that builds on Intermezzo and another that stems from SRA's NameTag technology, which relies on semantic and syntactical references to retrieve data.

**NetOwl.** Priced at \$4,995, NetOwl builds on the functionality of NameTag. It allows the user to select a URL, index it and automatically link it to other information that is already indexed. For example, if one were to index the Seybold Bulletin archive page, NetOwl would automatically supply links to company pages that are already indexed.

NetOwl can be used to index internal as well as external documents, including news feeds. This provides a great resource tool for corporate-wide data as well as other information. NetOwl also allows you to group information based on people or entities and view only the current data.

NameTag can also be integrated with NetOwl to offer its linguistic characteristics for use with an archival system. NameTag would generate a list of possible choices based on a search term, such as a company name.

INLS. Although it did not demo it, SRA announced plans to create an Intranet Newspaper Library System based on its Intermezzo product. Using Intermezzo as the front end, INLS will be a complete archiving system, having direct hooks into wire services as well as text and image archiving capabilities. A Web browser will be used as the client software.

SRA describes INLS as a double-archiving system that will provide access to daily as well as archived information--something most other systems do not do. Users will be able to search for and retrieve documents that have just entered the system, in addition to archived information. This means that editors will have immediate access to current information coming over the wire and will retrieve background material as they build their stories.

SRA accomplishes this by storing current information in a temporary archive and archived information in a permanent archive. Both archives use Excalibur's RetrievalWare 5.0 as the full-text natural-language indexing and search platform. Security, history and usage data are stored in an Oracle RDBMS system that is linked to the permanent archive through the INLS Query Manager.

SRA will create a user-friendly way to add documents or photos to the system and accept IPTC header information. Security features allow permission protocols to be set. For example, access to unwatermarked photos, or delivery of a photograph with a watermark applied through SRA's software algorithm, Imprint, can be allowed.

SRA plans to incorporate photo editing functions, such as cropping and rotation as well as interfacing with production-pagination systems.

Like Intermezzo, INLS can be linked to other existing databases so that legacy databases need not be converted. SRA sees INLS as a core technology that can be customized to meet a client's needs.

Priced at about \$125,000, INLS will include text and image archiving software.

### **New Stauffer system supports Web, NT**

Stauffer Media Systems announced plans to release a new archiving product designed to store a variety of different file types. Called Voyager, the system will run under Windows NT and use Netscape or any other frame-enabled Web browsers as its sole client software.

The new product will be based on an ODBC-compliant relational database. Initially this will be Microsoft's SQL server, with an Oracle version to follow.

Voyager will be able to index eight different elements: stories, headlines, captions, photos, graphics and illustrations, full pages, audio and video. Stauffer feels that a newspaper's ever-changing needs will be met with Voyager. It will be possible to archive not only elements from editorial systems but also ads and graphics. Stauffer's system exports files directly from Xpress, linking text and images



automatically.

Users can search on any number of fields, including dates, categories, publications, captions and bylines. Searches can also be performed on text, synonyms, quick (key) words and phonetics. Wildcard searching is also supported. Depending on how the information is linked together in the database by the librarian, search results are displayed together with all related elements, such as text with photos.

Since the client software uses a Web browser, a newspaper will be able to customize the way the system looks and feels. Stauffer has no plans to incorporate tracking or billing functionality into its initial release, but it says that Voyager will be able to link into these types of systems.

Pricing and marketing. Stauffer is still in the alpha stage of development and plans to begin beta testing in early fall and shipping by the end of the year. Its goal is to provide an affordable way for newspapers to archive a variety of information.

Stauffer projects that Voyager will be priced at around \$15,000. Users will also have to purchase a database license for \$3,000-\$4,000. Stauffer is encouraging prospects to invest in its library system now and begin the archiving process and then upgrade to Voyager.

From the demonstrations at the show, we noted that Stauffer has a long way to go before bringing this product to market. Its biggest hurdle will be converting legacy data from its library system into the new format. Stauffer speculates that it will use a parser to convert the legacy data, but will allow users to fix manually any inconsistency due to input error.

Another problem detected at a demonstration was lack of support for fuzzy logic; as a result, a search on a misspelled name failed. We were told, however, that this capability will be included in the released product, along with dynamic, user-definable fields.

Only the client side of the product was demonstrated at the show, as the administrative side has not yet been fully defined. But Stauffer informed us that it intends to keep it simple, using drag-and-drop functionality to link relevant material together.

Initially, Voyager will be made available for Windows 95 and NT. A Mac version may also be available.

### **T/One adds text to Merlin photo archive**

T/One's Merlin archive was originally designed to handle only photos. Now T/One has developed a text archiving module that allows users to search for both text and photos from a single interface.

The text module will be available in about two months and will provide linking capabilities between text and photos. The system will support free-text, phonetic and Boolean searches as well as keywords, dates, captions and bylines. The system will also support online ordering, allowing users to request information for a fee.

T/One also demonstrated Merlin 3, the latest release of its photo archiving system. The new version sports a new user interface as well as some added functionality. Users can now save queries and define them as menu items for quick access. Images can be grouped together and common keywords applied to all photos in that group. Files can be protected to prevent them from being deleted from the archive.

Automatic purging at a user-specified time has also been added. All images that have not been published or protected are purged from the system.

Using T/One's Webmaster product, Merlin users can access the archive over the Internet.

The Merlin Archiving system now offers dual 150-MHZ Pentiums (originally it supplied 90-MHZ CPUS) and costs \$52,500.

T/One also announced Merlin Light, a scaled-down version of its Merlin archive. It features the same server architecture but comes with only one Pentium PC. Some advanced features have been removed to meet the needs of those with lower usage requirements. The system is targeted at smaller newspapers that need to get into photo archiving. It will be priced at around \$35,000. Merlin Light can be upgraded to the full Merlin archive system.

### **Wieck adds Internet access**

Wieck demonstrated how it uses the Internet to provide access to its image archive. Wieck plans to incorporate the Phrasea database system by the end of the month, allowing Wieck to move its database inhouse. Wieck has also added an E-mail advisory feature that informs editors when photos of interest to them are available in the system. Editors also receive a thumbnail of the image to help them determine if they want to retrieve the high-resolution file.

Wieck also offers a service called the Webmaster's Friend, which allows corporations to link their Web sites to images they may have stored on the Wieck system.

1 Cybergraphic spells it CyberSell.

**PHOTO (BLACK & WHITE):** APT's DewarLink. With APT's interface to the Dewar System IV, the APT user can log into the Dewar database by selecting the Dewar system department and file list (foreground) and drag stories (left) into the ACT system for pagination (right, background).

**PHOTOs (BLACK & WHITE):** APT's classified display. Left: APT's new classified system has a revamped main screen including most of the required information. It shows the advertiser's form (upper/left), the actual text of the ad (center) and a nice calendar for ad scheduling, which supports clicking on dates, dragging the cursor across multiple dates and so on. Buttons labeled "more" can be clicked on to bring up additional windows. Right: When a customer calls and needs detailed information, these windows pop up in front of the main window, providing detailed customer information and ad payment status.

**PHOTO (BLACK & WHITE):** Setting up APT's classified. An ACT publication is set up with this screen, including specification of classified sections, categories, column margins, etc.

**PHOTO (BLACK & WHITE):** Tracking with Baseview. Three ways to find the status of a page or an element on a page are the thumbnail view, the page view and the Inspector palette. Below each thumbnail is a thermometer that uses colors to show how close a page is to deadline--either before or after deadline. This Inspector's view is of a selected element on the page, but there is a similar view for each page.

**PHOTO (BLACK & WHITE):** PageWatch's view. Baseview's list view shows the status of each page and each page element. The list includes all items that fit the search argument specified at the top

(publication, date, section, etc.).

**PHOTO (BLACK & WHITE):** AdManagerPro takes ROP ads. Baseview's new ad-entry system has an improved user interface and the ability to handle ROP ads in addition to classifieds. Here the main window is nicely organized by function, with a separate window (lower right) for ROP ad information, which replaces the wysiwyg window used in taking class ads.

**PHOTOS (BLACK & WHITE):** CCI Edit--PC and Mac. Left: CCI showed its NewsDesk application running on PC under NT. Here we see Word (CCI Edit) and CCI ProofView. ProofView shows the results of the CCI H&K in a WYSIWYG mode. Right: CCI also showed its AdDesk running on a Macintosh. Here a Macintosh is running Xpress with CCI Edit accessing the CCI ad database.

**PHOTO (BLACK & WHITE):** Cybergraphic in action. We are impressed with what we have seen so far of CyberNews and CyberPage, which is being used to make up this page. Note the picture desk open, several other desks open in the background (arranged by Smart Desktop) and the Properties Box visible.

**PHOTO (BLACK & WHITE):** DT Publications Database. One set of database servers can be used for many roles with Digital Technology's Publications Database. A newspaper with several geographical sites can utilize information from any of the sites; e.g., photos from a graphics directory in Atlanta can be used to illustrate an article at another location.

**PHOTO (BLACK & WHITE):** EdBase filing system. ESE's EdBase provides flexible file management, with fully customizable fields, the ability to move columns manually, etc.

**PHOTO (BLACK & WHITE):** ESE interfaces Xpress and World. This is what a Word editor sees after sending a story to Xpress for H&J. The headline, in a protected section, "fits OK," the message says, but the story is 6 lines underset. Farther into the column we see a column break. Note that ESE has created a custom toolbar with buttons to un-H&J a story and to show or hide

**PHOTO (BLACK & WHITE):** Advance Sales for Windows 95. Freedom Systems showed an early version of an advertising system for Windows 95. The user interface was developed from a Macintosh one used with another FSI product. Note the ad list at the bottom of the screen and compare this with the photo on the next page, where the ad text fills the left-hand portion.

**PHOTO (BLACK & WHITE):** Routing with EdBase. ESE's EdBase system offers this facility for sending files from one desk to the next. The route is listed on the right. An editor can send a story on to the next stop or back to the previous one by clicking on the appropriate item.

**PHOTO (BLACK & WHITE):** FSI uses Xpress. FSI's Advance Sales for Windows 95 uses Xpress to input and H&J each ad to determine pricing (window, left). That guarantees getting the same line endings during pricing and final output, but it also requires all adtakers to have machines equipped with Xpress.

**PHOTO (BLACK & WHITE):** The new Newton. Terry Borchers of FSI demonstrated the use of the latest Apple Newton message pad in the FSI booth. Here he has plugged in the keyboard for use as a better input mechanism than the pad, but he said the pad does much better with handwriting than it used to.

**PHOTO (BLACK & WHITE):** Intergraph's Workflow Manager 4. The Administrator function

provides access to all ads in progress, plus historical tracking and retrieval. At left are ads organized by publication and section. At right are ad demerits, including logos and pages. Tools are accessed by pulldown menus, such as this one to generate a report.

PHOTO (BLACK & WHITE): Workflow Manager Builder. An unlimited number of workflows can be created using the Builder module. Steps are set up through dialogs at right and represented graphically at left. This step must be completed one day before the due date, so the system will calculate the actual deadline after the due date is specified.

PHOTO (BLACK & WHITE): The Intergraph Workflow Manager Desk. The Desk presents the user with all the necessary ads and ad elements required for production. The listing at left is similar to that of the Administration (see previous page), but this one includes only JackS's work. The client workstation can be either a Macintosh or a PC.

PHOTO (BLACK & WHITE): PPI map for upselling. Publishing Partners International has put maps and geographic information in its database to help ad takers upsell their ads. For example, the adtaker could use this map to try to sell a customer on the idea of expanding an ad to new regions.

PHOTO (BLACK & WHITE): PPI map for canvassing. PPI maps also can be used for canvassing. This is a map of past advertisers, which can be used by sales representatives to try to bring them back into active advertiser status. The database also supports the need for sales personnel to track accounts they need to call back.

PHOTO (BLACK & WHITE): GoodNews. Software Consulting Services featured its GoodNews editorial system, which provides interactive H&J (left) and a WYSIWYG preview (right). Interactive H&J shows line endings and actual hyphens, but it doesn't show typographic information--loose lines, the reduction of intercharacter spacing for justification, etc.--as some systems used to do.

PHOTO (BLACK & WHITE): SCS/Track. Although the user interface is pre-Windows, SCS/Track supports extensive functionality. At the top is a listing of jobs with their deadlines, priorities and notes. Below it are the jobs that have been checked

PHOTO (BLACK & WHITE): Ad-Star client. A new feature of the Remote system is true local H&J based on the typographic parameters in use at the target newspaper. Here we see the text of an ad (not H&J'ed) and the order information.

PHOTO (BLACK & WHITE): Ad-Star Fax Management. The fax image is on the right. On the left we see the text after an OCR program converted the image to ASCII text.

PHOTO (BLACK & WHITE): Constable Mercury. ImageNet's ad delivery system provides a standardized entry system for creating an electronic job ticket for display ads. Fields are based on requirements set by the NAA EDI committee. Popup menus reduce input mistakes. Information regarding the advertiser is automatically filled in.

PHOTO (BLACK & WHITE): Acrobat plug-ins. ImageNet provides plug-ins for Acrobat to allow users to view and print EDI job-ticket information. When printing, the Print It EDI plug-in places EDI information at the top of the page and a reduced version of the ad with "proof" written on it at the bottom.

PHOTO (BLACK & WHITE): Internet personals. Several newspapers are already using MicroVoice's

system. Users can view how many ads are available for each category, even before a search is performed. This helps notify the user of categories with little or no ads to avoid unsuccessful or limited search results.

PHOTO (BLACK & WHITE): MicroVoice search results. Results, which are displayed in a table layout, allow users to respond to E-mail addresses, if available, or via a 900 number. The system displays the total number of exact matches to a query as well as partial matches broken down by category.

MAP: WHITE): MapQuest. Network supplied mapping and turn-by-turn directions from one point to another. Here is a map generated using GeoSystems' Interactive Atlas.

PHOTO (BLACK & WHITE): HookEd. Koz's application allows editors to view, sort, search and edit incoming wire stories and submit them for publishing to print or to the Web. Editors can view fielded information associated with the story and edit it directly in HookEd. A hierarchical tree directory makes it easy to check stories into a specific section. The interface also allows a user to link a story to other online stories.

PHOTO (BLACK & WHITE): The IBM solution. IBM's Web services allow newspapers to brand IBM's integrated suite of applications. Although the interface is customized, IBM has added a unique navigational facility that displays the contents of a site in a hierarchical view. IBM feels that this allows users to move around more easily than does the traditional method of placing a navigation bar at the top or bottom of a page.

PHOTO (BLACK & WHITE): NewsTicker. IBM is supplying free news retrieval software at its InfoMarket site. NewsTicker displays the latest headline in a ticker-tape fashion. Double-clicking on the headline displays the full text of the article in a Web browser. Users can choose from a variety of news sources. Other setup options include scroll rate and refresh time. out.

PHOTO (BLACK & WHITE): AP Archive Search Window. With the choices selected in this window, our search results will be a mixture of photos and text, positioned on the screen like the ice hockey thumbnails on the left-hand side of the photo on the next page. There will be a column of thumbnails at left, with the accompanying text to the right. (The AP Archive Search Window is subject to change.)

PHOTO (BLACK & WHITE): AP Lightbox applet. In the screen at left, the small box preceding the text symbolizes the Lightbox (see AP story on previous page); how this box is marked indicates status. The screen at the top right displays the contents of the Lightbox named "IceHockey." At the bottom right is a Lightbox mail form.

PHOTO (BLACK & WHITE): DataTimes search screen. We searched for "Cal Ripken" in the 1995 archives of the Daily Oklahoman, the first site to allow linking of photos to text. From the relevancy-ranked result list at right, we chose the story with the headline, "A Hot Time Had by All as Baseball Takes a Break." Pertinent statistics are at the left, with the scrollable text below.

PHOTO (BLACK & WHITE): DataTimes links photos to text. Thanks to the new agreement with AP that allows linking of text and/iP photos, our search on "Cal Ripken" was able to deliver this photo of baseball's Iron Man.

PHOTO (BLACK & WHITE): EDS's Media Vault. Media Vault allows users to search across multiple databases. The Library screen (left) provides a choice of databases to search. The search screen (top)

allows users to identify search criteria. A list of synonyms can be viewed to help narrow a search.

**PHOTO (BLACK & WHITE):** Multiple indexing schemes. Media Vault can display re-suits in a contact-sheet-style layout. Clicking on an item reveals the indexing information associated with the file. Searches retrieve results based on all indexing schemes associated with a file. Users can browse through the tabular dialog to view other indexing schemes.

**PHOTO (BLACK & WHITE):** Adding items to the database. Media Vault provides an easy-to-use interface for adding items to the database. Users identify the item to be indexed, select an indexing scheme and fill in the fields. Users can also index items from a list of predefined categories.

**PHOTO (BLACK & WHITE):** EDS intranet. EDS's WebVault provide point-and-click access to any database on a corporate-wide intranet. (See another photo, below.)

**PHOTO (BLACK & WHITE):** WebVault. EDS can provide point-and-click access to any database on a corporate-wide intranet.

**PHOTO (BLACK & WHITE):** Iota's high-end CapturePro. The CapturePro supports unattended batch file processing. Files are scanned in and run through OCR and pattern matching. Unrecognized files are stored in a basket for manual fixing.

**PHOTO (BLACK & WHITE):** Iota's low-end MyDesk. This low-end system allows anyone to index and archive files. Users can store files in cabinets for easier access.

**PHOTOS (BLACK & WHITE):** New from Iota. Top: Iota's technology has now been ported to the Web. Users can perform a search and the system displays a list with a "strip" of the image file. Bottom: Clicking on the link reveals the full image with hits highlighted in red.

**PHOTO (BLACK & WHITE):** WebDesk page layout. This is Lexis-Nexis's automatic URL Ad Link.

**PHOTOS (BLACK & WHITE):** Lexis-Nexis's World Wide WebDesk. Left: It's easy to design and alter Web pages by dragging and dropping components into different tiers on the tree hierarchy. Center: In this screen, changes have been made to the design illustrated in the photo at left. The headline about Stephen Lyman (who is lost in Yosemite) has been edited and moved, and the story order has been changed. Right: We have expanded the Web page design by opening the image palette for photos. The top left-hand corner of the square icon at the left of the tree hierarchy is originally black and white but gets a colored pattern with the addition of photos. A colored pattern at the bottom right of the icon indicates ads.

**PHOTO (BLACK & WHITE):** Below: Lexis-Nexis mintages byline rights. Menu selections on the Connections32 Prepare Story screen (the larger screen in the background) include Authority Lists and Distribution List; fields include Keywords, Byline, Headline, Images, etc. The Story Distribution screen (on top) shows that a byline rights conflict has occurred.

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Our coverage of the *Nexpo* show has been prepared by Andrew Tribute, Stephen Edwards, Rosanne Rossello, Bill Drennan and Christina Fischer

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## Inset Article

**WHEN THE MAC WAS THWARTED BY THE BUDDHA**

Freedom System Integrators announced that it is adding Phrasea to its product line. We were told that Phrasea is available in Spanish, French and English; also, an Arabic version of the client software is available on request. Release of a localized version for the Chinese and Japanese markets is a target for year-end.

The most whimsical story we heard about a localized version of Phrasea pertains to the Thai version running in the Bangkok newspaper Thai Rath. Installation was begun in September of 1995, but the system was not operational until April 1996 because it took some time to fix an unforeseen glitch: In Thailand, according to the Buddhist calendar used there, it's now the year 2539--but the Macintosh stops at the year 2008!

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We found 68,475,364 results:

**Health System Billing**Insurance & **Billing** Information | Patient & Visitor Information Insurance and **Billing** Information **Health System Billing**. You may receive two types of...URL: <http://www.med.umich.edu/1toolbar/visinfo/bill01.htm> • [Translate](#)[More pages from www.med.umich.edu](#)**Confusion reigns over new gas billing system**

Story posted Friday, 07-Aug-98 10:38:33 - Online Athens. Clarke BOE seeks reimbursement. Students cycle across U.S. for lung association, family...

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SEARCHConsidered  
all  
circled  
onesAds@NAB would  
not  
print  
page



**Daily Newspaper Industry in New Zealand.**

URL: <http://www.nabspage.co.nz/adsnabs2.htm>

[More pages from www.nabspage.co.nz..](#)

**[ads@nabs, the Newspaper Advertising Bureau booking and billing system](#)**

Newspaper Advertising Bureau (NAB) website. The Newspaper Advertising Bureau is the marketing arm of the Daily Newspaper Industry in New Zealand.

URL: <http://www.nabspage.co.nz/adsnabssplash.htm>

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billing system printed advertising

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[Web](#) | [Images](#) | [Audio/MP3](#) | [Files](#) | [Auctions](#) | [News](#) | [FTP](#) | [Multimedia](#) | [Shopping](#)
Search engine: [Overture.com](#) found 10 results. The query sent was: +billing +system +printed +advertising1. [INACTSYS, INC - Subscriber Billing System](#)

Subscriber Billing System User Reference Manual Chapter 1: Main Menu - Subscriber Work Orders Subscriber Orders Add Work Orders Edit Work Orders Work Order Edit List Chapter 2: Order Processing Disconnect Work Orders Work Order Processing & Release  
[www.webcom.com](#)

2. [Advertising Agency Management System - Fuimus Corporation](#)

Software for Advertising Agencies (advertising, agency, software, media, management, accounting, production, traffic, y2k, spill, time, buying, profit, report, Canada, US, controllership)  
[www.fuimus.com](#)

3. [Display Page](#)

Display Advertising The Display Ad-billing system offers both Open Item and Balance Forward accounting. Its table driven design allows each newspaper to tailor the system to provide maximum flexibility for rate structure, revenue calculation and  
[www.vdata.com](#)

4. [REIS Misc. Information](#)

Real Estate Information System OTHER INFORMATION [General Ledger | Cash Management | Agent Billing | Rental Property Management | | Listing Management | Office Payroll | Advertising] General Ledger Company, branch, account model. True double entry  
[www.realestatesoftware.com](#)

## 5.

<http://www1.overture.com/d/sr?xargs=00u3hs9yoajk0OPTCDhQwDTwsLKqEHUmgG3MIXocEwSyBQkFAn9vV%2FDS1qnw%2B%2FZTfnZh8F0ay>  
 Serving the Outdoor Advertising Industry Since 1982 The Outdoor Advertising Program is a software program written exclusively for the Outdoor Industry. It is Millennium and network ready for your entire office staff. It is written for Windows 95 -  
[www.swva.net](#)

6. [MBI Business Software -- Small Business Management](#)

FAQ - Small Business Management PLUS Small Business Management Plus is designed for service companies. A service company has very specialized requirements and the normal retail business software does not meet the needs of a service company. We at  
[www.mbisoftware.com](#)

7. [Ad Express iTearsheets](#)

Saturday, January 05, 2002 Search | Product Info | Requirements | Logged in: Logout Login Username: Password: Remember Me! The iTearsheets Advantage The iTearsheets™ system is a Web-based software application that automates the process of  
[ww2.ad-express.com](#)

8. [Welcome to the Mail Advertising Supply Company Website](#)

[ Your Shopping Cart ] What are you shopping for? Cheshire Double Copy Labels Cheshire Pressure Sensitive Labels Clear Laser Labels Computer Label Paper Continuous Clear Labels Continuous File Cards Continuous Pressure Sensitive Labels Continuous  
[www.masclabels.com](#)

9. [Palo Alto Design](#)

California company designs logos, brochures, publications, and web sites. Review a client list or possible page layouts.  
[www.padesign.com](#)

## 10.

<http://www1.overture.com/d/sr?xargs=00u3hs9yoajk0OMTCDRQwTTyyWlQKqKAYcwlh4AgIqkQhVMS16kpr9ag8PK%2FZf9vOPUuxuWG9SMSdc>  
 Published on the first Monday of each month by Hattrick Publishing Group, 1220 L Street, N.W., Suite 100-330, Washington, DC 20005. Correspondence may be directed via mail to the above address, via phone to 1-202-371-8360, via fax to 1-202-371-8193  
[www.telecompute.com](#)

[Go to Overture.com for more results](#)

**Search engine: LookSmart found 5 results.** The query sent was billing system printed advertising

**1. [Promotionalproductsnow.com](#)**

Promotional products, advertising specialties and business gifts. Shop our mall of products that can be imprinted with your company name & logo!

**2. [Acura TL - eBay](#)**

Choose and make a bid on the Acura TL's available here. Also find financing and shipping info.

**3. [The Cash Drawer Has The Best Point Of Sale System](#)**

The Cash Drawer offers Creative point of sale systems that improve business for both the retailer and the customer.

**4. [ASC Network](#)**

Web promotion center offers autoresponders, automated ad blasters, posting systems, and submitters to enhance e-business marketing strategies.

**5. [Vanderdasson, Bill - AllPosters.com](#)**

Find several sports-related prints from Bill Vanderdasson. Includes such items as "Old Course St. Andrews," "Cutting a Path to the Hoop," and "Thirteenth."

[Go to LookSmart for more results](#)

**Search engine: FindWhat.com found 0 results.** The query sent was billing system printed advertising

**Search engine: Sprinks found 0 results.** The query sent was billing system printed advertising

**Search engine: About found 5 results.** The query sent was billing system printed advertising

**1. [Careers in Advertising - Part 3 - Jobs in Advertising](#)**

What's types of jobs are there in the advertising industry? Do you have the qualities needed to work in this industry?  
[http://arttech.about.com/library/bl\\_freelancing\\_help\\_advertising3.htm?iam=dpile&terms=billing+system...](http://arttech.about.com/library/bl_freelancing_help_advertising3.htm?iam=dpile&terms=billing+system...)

**2. [Shareware, Freeware and Software - page 2 of 4](#)**

Information about software freeware, and shareware for small businesses.  
[http://sbinformation.about.com/cs/softwareandshare/index\\_2.htm?iam=dpile&terms=billing+system+printe...](http://sbinformation.about.com/cs/softwareandshare/index_2.htm?iam=dpile&terms=billing+system+printe...)

**3. [Arts and Crafts Business Networking Center](#)**

Network with your peers in the Arts and Crafts Business community.  
<http://artsandcrafts.about.com/blnetwork.htm?iam=dpile&terms=billing+system+printed+advertising>

**4. [Law Practice / Legal Software](#)**

Business software for solo, small, medium, and large law practices including an office suite designed specifically for the legal practice.  
<http://businesssoft.about.com/cs/lawpractice/index.htm?iam=dpile&terms=billing+system+printed+advert...>

**5. [NAPM 1998 Exhibit Hall, Last of Three Parts - Purchasing](#)**

NAPM Exhibit Hall - general goods and services exhibitors  
<http://purchasing.about.com/library/weekly/aa060598.htm?iam=dpile&terms=billing+system+printed+adver...>

[Go to About for more results](#)

Search the next 10 engines or try [the Dogpile Directory](#).

[Next](#)

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Are you looking for:

**make sure people know** [register.com](#)  
www.  [REGISTER](#)

**APPLY TODAY**  
for a Credit Card!  
 

[Click Here to buy "billing system printed advertising" products at Amazon.com](#) [Search](#) - [Download](#) - [Share](#) All file types - FREE



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## *Display Advertising*

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The Display Ad-billing system offers both Open Item and Balance Forward accounting. Its table driven design allows each newspaper to tailor the system to provide maximum flexibility for rate structure, revenue calculation and profit center maintenance. The system allows for cross-selling and revenue allocation across up to 999 different publications with one insertion order.

The Accounts Receivable system offers entry from insertion orders and from marked copy after the paper is printed. Our Ad Manifest entry can be directly posted to various layout products such as Managing Editor and Layout 8000. Reports produced from this file provide valuable tools for both the sales and layout departments. [Click](#) to see some of our graphic receivables screens.

### See some features of Display Accounts Receivable Version 6.3

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Also see our: [Credit Call Back](#) | [Sales Management](#)

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## ***Press Releases***

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June 10, 1998

FOR IMMEDIATE RELEASE

### ***San Jose, Costa Rica Purchases Spanish Version of Vision Data's Circulation Management System***

**SAN JOSE, COSTA RICA** – *La Republica*, (67,500 circulation) has announced the purchase of a complete new *Circulation Management System* from Vision Data Equipment Corp., Rensselaer, NY. The system will handle all of the circulation management requirements of the newspaper, including subscription and distribution management, billing, and in-depth management reporting.

Thomas A. Dempsey, president of Vision Data Equipment Corporation, in making the announcement to his staff, said that he is proud to be able to offer Vision Systems in both English and Spanish versions and that he sees a large need for Vision Data newspaper systems "South of the Border". Dempsey attributes Vision Data's strong, growing customer base and continued customer loyalty to "Vision's 25-year history of solid accounting-based software development, the company's ability to attract and keep top notch employees and programmers. Vision is proud of our excellent reputation for solid 24-hour phone and on-line support programs." Vision's staff of 35+ employees is currently supporting systems in over 750 daily and weekly publications of all sizes, nationwide.

Installation of the new system in San Jose is scheduled for later this year.

For further information, contact Vision Data at (518) 434-2193 or via E-mail at [Sales@vdata.com](mailto:Sales@vdata.com).

## Press Releases

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June 15, 1998

FOR IMMEDIATE RELEASE

### ***Three More Daily Newspapers Choose Vision Data for Complete New Circulation and Advertising Systems***

**RENSSELAER, NEW YORK** – *The Monroe (WI) Times*, with a daily circulation of 6,500 has announced the purchase of a complete 21st century *Circulation Management Software System* and a *Display Advertising Billing System* from Vision Data Equipment Corp., Rensselaer, New York. Also, the *Daily Record*, Lawrenceville, IL (4,000 daily circulation) and the *Robinson (IL) Daily News* (6,600 circulation) have announced the purchase of complete new *Circulation Management Systems* and *Total Advertising GUI Classified Advertising Sales Systems*. These newspapers join hundreds of other newspapers, nationwide, relying on Vision Data Circulation and Advertising Systems to manage their newspaper Ad sales and distribution systems.

Included with the *Circulation Systems* were a variety of special features:

- The *EFT Module*, one of the most sought after in the industry, enables the newspaper to set up a system with local financial institutions to automatically deduct subscriber payments directly from their accounts on a periodic basis. This module also can be used to directly charge payments to credit cards.
- The *Phone Solicitation Module* will foster an increase in sales as well as enable the efficient management of subscription telemarketing efforts. This module is designed to work with the basic Circulation Management System to reduce “churn”, create a better base of permanent starts, and improve the administration and management of the telemarketing operation.
- The heavily accounting based program, utilizing the *Quick Cash* electronic funds management system will provide the kinds of sales and management tools needed to effectively manage a 21st century newspaper circulation department, and provide flexibility and capacity for future growth.

The basic *Circulation Management System*, complete with *Auto Sacking*, will allow the newspapers to improve the overall efficiency of their distribution system as well as to keep pace with CASS certification and other changing postal happenings.

The Monroe Times will also be installing a complete *Display Ad Billing* system to manage the business functions of the advertising department.

In Lawrenceville and Robinson, IL, they will also be installing *Vision Total Advertising 2.0 Classified Sales and Management System*. This system, one of the newest and most complete in the industry, features full WYSIWYG on-screen graphics, logos, and scanned photos, performs all billing functions and detailed in-depth management reports and is projected to account for significant double digit increases in classified revenues at both newspapers.

For further information, contact Vision Data at (518) 434-2193 or via E-mail at [Sales@vdata.com](mailto:Sales@vdata.com).

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## Press Releases

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June 17, 1998

FOR IMMEDIATE RELEASE

### ***Johnson City, TN adds new Vision Total Advertising 2.0, full Classified Pagination and Integrated Customer Service System to their existing menu of Vision Data newspaper systems***

**JOHNSON CITY, TENNESSEE** – The 30,787 circulation *Johnson City Press* has announced the addition of a complete *Vision Total Advertising 2.0* system from Vision Data Equipment Corp., Rensselaer, New York. A long time Vision Data customer for Accounting, General Ledger, Payroll and Circulation systems, the *Johnson City Press* has decided to enter the 21st century with the addition of *Vision Total Advertising 2.0* and *Integrated Customer Service System*, accompanied by full *Classified Pagination*.

*Vision Total Advertising 2.0* will handle all of the newspaper's Transient and Commercial Classified Advertising sales and management functions. The system features full on-screen WYSIWYG graphics including artwork, logos and scanned photos with fully accurate pricing, sales prompts and detailed management reporting. Also residing in the same database is the complete display ad billing system with on-line insertion order entry by the sales staff directly into both the accounting system and to the editorial page layout facility. This system establishes a single account file for each advertiser whether they use Classified, Display Advertising or both. It also manages the newspaper's Accounts Receivables and interfaces directly to the General Ledger.

*The Integrated Customer Service System* links the subscriber/non-subscriber database to the Total Advertising system, providing a customer service rep with complete information on a customer's subscription status, advertising history and credit status and the ability to perform customer service functions in any area from a single screen.

The decision to add yet another Vision Data system was based on Vision's 25-year history of solid accounting-based software development and their excellent 24-hour phone and on-line support programs. Known as an industry leader in technical innovation and systems development, Vision Data is currently supporting systems in over 750 daily and weekly publications of all sizes, nationwide.

For further information, contact Vision Data at (518) 434-2193 or via E-mail at [Sales@vdata.com](mailto:Sales@vdata.com).

## Press Releases

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October 14, 1998

FOR IMMEDIATE RELEASE

### ***Green Bay (WI) News-Chronicle Chooses Vision Data for Complete New Circulation, Ad Billing, Accounts Payable/General Ledger and Payroll Systems***

**GREEN BAY, WISCONSIN** – *Brown County Publishing Co.*, publishers of the *Green Bay News-Chronicle*, has announced their purchase of a complete *Advertising and Circulation Management Software System* from Vision Data Equipment Corp., Rensselaer, New York. With this purchase, the News-Chronicle joins Brown County Publishing's *Sturgeon Bay, WI* and *Oconto, WI* newspapers as well as hundreds of other newspapers, nationwide, relying on Vision Data Systems to manage their newspaper sales and distribution systems well into the 21st century.

The *Ad Billing/Accounts Receivable* system will provide all accounting and Classified and Display billing functions required by the daily and its associated weeklies as well as generate superior management reporting that will facilitate both cost and sales management analysis. Linked to this will be the Vision Data *Accounts Payable/General Ledger* system. Designed specifically for the newspaper industry, this system takes the information from both the advertising and circulation systems and performs total financial management for the newspaper's various profit centers, including budgeting and financial projection functions.

The new *Circulation Management* System will allow the News-Chronicle to keep pace with CASS certification and other changing postal happenings, provide the kinds of sales and management tools needed to effectively manage a 21st century newspaper circulation department, and provide flexibility and capacity for future growth.

The News Chronicle will also be installing a complete Vision Data *Payroll* System, as will their sister paper in Sturgeon Bay, the Door County Advocate.

The decision was based on Brown County's "continued satisfaction with Vision Data's level of product development, Vision's knowledge of the newspaper industry, and their outstanding record of ongoing customer support".

For further information, contact Vision Data at (518) 434-2193 or via E-mail at [Sales@vdata.com](mailto:Sales@vdata.com).

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## The iTearsheets Advantage

The iTearsheets™ system is a Web-based software application that automates the process of preparing tearsheets as proof of publication for printed advertisements.

### An Innovation in Ad Fulfillment

This digital proof of publication system represents a long-awaited innovation in advertising fulfillment, applying a leading-edge technology solution to a labor-intensive, multi-step process -- producing savings in the costs of time and personnel, and dramatically shortening the billing cycle.

To learn more about the iTearsheets advantage [click here](#)

### How It Works

The iTearsheets system transforms a set of procedures that once required hours and even days to complete into an online process that a single operator can accomplish in minutes.

To learn more about how the iTearsheets system works [click here](#)

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## iTearsheets™: How It Works

Producing tearsheets as proof of publication is essential step in the print advertising cycle. Because the print ad is a visual message with much of its value related to its visual impact, advertisers must see the printed page to evaluate the fidelity and quality of the publisher's work before they pay the publisher's invoice. But creating a system to digitize this vital component of ad fulfillment has been elusive. Until now...

- [Product Info](#)
- [How It Works](#)
- [Newspaper Database](#)

iTearsheet software captures digital replicas of the newspapers -- "true" digital representations of the complete contents of the papers as they were actually published -- and stores them on our network servers. The software also tags the ads with codes to make them available via keyword search. Subscribers access their accounts on our website, from which they can:

- Search by a variety of criteria to find a single ad or all the ads published by a particular advertiser, as well as other key data,
- Measure the ads, review them for quality and compare them against the insertion order, and
- Compare them to electronic invoices posted by publishers for payment by advertisers.

The iTearsheets system transforms a set of procedures that once required hours and even days to complete into an online process that a single operator can accomplish in minutes.

**Next: [Newspaper Database](#)**

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We found 29,327,117 results:

#### Contact Us!

We would like to hear from you. If you have any comments, questions or suggestions, please submit them below. Send To: Information. Doc-U-Dose....

URL: <http://www.eatonform.com/contact.html> • [Translate](#)

#### As on Television Infomercials and Ads Shop

Internet storefront shopping for amazing popular consumer products you've already seen demonstrated and branded through millions of dollars of national and local TV advertising time.

URL: <http://www.as-on-tv-ads.com/index.html> • [Related pages](#) • [Translate](#)

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#### bruceclay.com - Search Engine Positioning: Products, Tools, Links, Marketing, and Optimization Advice

bruceclay.com - Search Engine Positioning Products, Tools, Links, and Optimization Advice. How-to steps for Search Engine Marketing, Links, Email, Awards, Press Releases, Newsletters

URL: [http://www.bruceclay.com/web\\_pt.htm](http://www.bruceclay.com/web_pt.htm) • [Related pages](#) • [Translate](#)

#### print

Creative concept, copy, graphic design and production for all corporate identity needs, printed materials and print advertising are provided by Bill...

URL: <http://www.bosse.com/html/print.html> • [Translate](#)

#### SB1370 - 422R - S-Rules-Adopted

NEW LANGUAGE APPEARS IN UPPER CASE LIKE THIS Language that is amending an amendment appears like this. Senate Amendments to S.B. 1370. Forty-second...

URL: <http://www.azleg.state.az.us/legtext/421...1370rul.wpd.htm> • [Translate](#)

[More pages from www.azleg.state.az.us](#)

#### Bill Morrison - Illustration

About Bill Morrison. Bill Morrison is a free-lance humorous illustrator with a wide range of experience in advertising art, publishing, corporate...

URL: <http://www.humorimages.com/about.html> • [Translate](#)

[More pages from www.humorimages.com](#)

#### Bill Morrison - Illustration

Art for the printed page We bring years of experience to this important category, which includes art for advertising, collateral material, editorial,...

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#### Caps, Hats - Alligator Advertising

We offer a wide variety of advertising specialties and personalized promotional products.

URL: <http://www.alligatoradvertising.com/capshats.htm> • [Translate](#)

[More pages from www.alligatoradvertising.com](#)

**[The Champ-100% Cotton Executive Twill Sport Cap - Caps, Hats #207B - Alligator](#)**

We offer a wide variety of **advertising** specialties and personalized promotional products.

URL: <http://www.alligatoradvertising.com/207b.htm> • [Translate](#)

**[Company History](#)**

Home. Get Coupons! In 1990, Value Book (the **printed** one) was conceived as an alternative to more expensive mailed **advertising** publications in the...

URL: <http://www.valuebook.com/history.htm> • [Translate](#)

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The number of words that match your search terms: printed 7517959 • advertising 24837160 • bill 27177498

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Linguistic technology by 2<sup>40</sup> Teragram Corporation.



bill printed advertising

Fetch

Select:

The Web



Yellow Pages
 White Pages
 Classifieds


**Mark one off your list.**  
 PAY YOUR BILLS ONLINE!

Bookmark this page with Blink • Click Here to buy "bill printed advertising" products at Amazon.com • Get Pricing / Information on "bill printed advertising"

Are you looking for:

Printed Advertising  
Bill

Printed

Find results for "bill printed advertising" on the Yellow Pages!

Dogpile Suggests: Visit CoolSavings for FREE coupons and save big on Groceries, Health &amp; Beauty items, Babies &amp; Kids stuff, Clothes and much more. Click here to enroll!

Web Images Audio/MPEG Files Auctions News FTP Multimedia Shopping

Search engine: Overture.com found 10 results. The query sent was +bill +printed +advertising

1. Swan Services - Advertising Specialties - Custom Printed Mouse Pads - Custom Imprinted Bic Pens - Promotional Advertising  
 www.swanservices.com Swan Services 938 Lacrosse St. Suite 1650 Carol Stream, IL 60188 630-690-5171 Welcome to Swan Services. We offer quality custom printed Mouse Pads, Bic Pens, Million Dollar Bills, etc. at affordable prices. Be sure to check out  
 www.swanservices.com

2. 2001-2002 Bill 50: Advertising statements, untrue or misleading prohibited; Advertisements, Crimes, Offenses, Consumer A  
 Product of the State House Network-LPITS Scroll to History Page Scroll to Previous Versions Links List Scroll to Full Text Download This Bill in Microsoft Word97 format Bill 50 Indicates Matter Stricken Indicates New Matter Current Status Bill  
 www.lpittr.state.sc.us

3. Maine Internet News Advertising  
 Maine Internet News advertising  
 www.maineinternetnews.com

4. Armenian Directory Yellow Pages Internet Advertising Order Form  
 Uniarts Armenian Directory Yellow Pages Advertising Order page. Advertise on the Internet or in our Yellow Pages.  
 www.armenian.com

5. Tobacco Advertising and Promotion Bill  
 House of Commons Session 2000-2001 Internet Publications Other Bills before Parliament Arrangement of Clauses (Contents) Tobacco Advertising and Promotion Bill A B I L L TO Control the advertising and promotion of tobacco products; and for connected  
 www.parliament.the-stationery-office.co.uk

6. Million Dollar Bill - corporate novelty items by Product Concepts International Ltd.  
 Million Dollar Bill novelty gift ideas - corporate souvenirs and retail gift items. Become an instant millionaire with a real million dollar bill on authentic banknote paper.  
 www.millbill.com

7. Bill Hayes Help You Market Your Home  
 How Bill Does It... Marketing Your Home In addition to the Seller's Guarantee offered through the Norman-Alexander Investment Properties, Inc. Company, the following items are added to the marketing for Bill Hayes' clients. Click on any of the links  
 www.bill-hayes.com

8. HOUSE BILL 1346 P.N. 1577  
 PRINTER'S NO. 1577 THE GENERAL ASSEMBLY OF PENNSYLVANIA HOUSE BILL No. 1346 Session of 2001 INTRODUCED BY E. Z. TAYLOR, WATSON, HENNESSEY, BARRAR, BASTIAN, BEBKO-JONES, BELARDI, BISHOP, CORRIGAN, CRUZ, CURRY, DeLUCA, FICHTER, HARHAI, HASAY, HERSHEY,  
 www.legis.state.pa.us

9. Bill Communications Online  
 Contact us@billcom.com Let us know if you would like to know more about any of our divisions and we'll send you printed material or have someone call you. Name: Company Name: Title: Address: City/State/PostalCode: Country: e-mail: Phone: I am  
 www.billcom.com

10. Bill C-55: an Act Respecting Advertising Services Supplied by Foreign Periodical Publishers (LS323e)  
 This document was prepared by the staff of the Parliamentary Research Branch to provide Canadian Parliamentarians with plain language background and analysis of proposed government legislation. Legislative summaries are not government documents.  
 www.parl.gc.ca

Go to Overture.com for more results

Search engine: **Sprinks** found 0 results. The query sent was bill printed advertising

Search engine: **LookSmart** found 5 results. The query sent was +bill +printed +advertising

1. [Promotionalproductsnow.com](#)

Promotional products, advertising specialties and business gifts. Shop our mall of products that can be imprinted with your company name & logo!

2. [Advertising and Promotion - Franchise Solutions](#)

Entrepreneurs interested in advertising and promotion can consult this site for home and small business opportunities requiring a range of initial investments.

3. [Advertising Bill Clip | Sun-Rise.Com- Advertising Specialties...](#)

Sun-Rise.Com - Advertising Specialties & Promotional Products ValueMart - Go ClickShopping! Sunrise helps you improve traffic, motivate staff, thank a customer, live...

4. [Vanderdasson, Bill - AllPosters.com](#)

Find several sports-related prints from Bill Vanderdasson. Includes such items as "Old Course St. Andrews," "Cutting a Path to the Hoop," and "Thirteenth."

5. [eBay - Advertising Posters](#)

Find advertising posters of just about every description on auction at eBay.

[Go to LookSmart for more results](#)

Search engine: **FindWhat.com** found 0 results. The query sent was bill printed advertising

Search engine: **About** found 5 results. The query sent was bill printed advertising

1. [Classic Literature Directory](#)

<http://classiclitr.about.com/library/bl-etexts/taldrich/bl-taldrich-storybad8.htm?iam=dpile&terms=bil...>

2. [Personal Marketing for Real Estate Agents](#)

Effective self marketing is the best way to make sure a client remembers your name when it's time to buy or sell property.

<http://homebuying.about.com/cs/persmarketing/index.htm?iam=dpile&terms=bill+printed+advertising>

3. [Reviews for Sale](#)

When to pay for a book review, and when not to.

<http://publishing.about.com/library/weekly/aa051001a.htm?iam=dpile&terms=bill+printed+advertising>

4. [Ten Low-Cost Ways to Promote Your Business](#)

Envelopes, faxes, email, and even bill payments aren't just business documents - they're business promotion tools!

<http://sbinfoCanada.about.com/library/weekly/aa012101a.htm?iam=dpile&terms=bill+printed+advertising>

5. [Campaign finance censorship](#)


As long as politicians wield so much power,

<http://civilliberty.about.com/library/weekly/aa031901a.htm?iam=dpile&terms=bill+printed+advertising>

[Go to About for more results](#)

Search the next 10 engines or try [the Dogpile Directory](#).

[Next](#)

 Dogpile Suggests: [Visit CoolSavings for FREE coupons and save big on Groceries, Health & Beauty Items, Babies & Kids stuff, Clothes and much more. Click here to enroll!](#)

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